

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

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We Wish Everybody

A Merry Christmas

and

Happy New Year

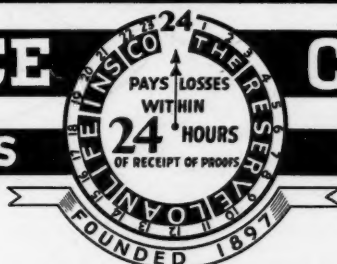
**Reserve Loan Life**

**INSURANCE**

**COMPANY**

**INDIANAPOLIS**

**INDIANA**



FRIDAY, DECEMBER 20, 1935

Season's  
Greetings



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# The National Underwriter

LIFE INSURANCE EDITION  
A WEEKLY NEWSPAPER OF LIFE INSURANCE

Thirty-Ninth Year—No. 51

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, DECEMBER 20, 1935

\$3.00 Per Year, 15 Cents a Copy

## Life Men Cheered by Court Decision

Highest Tribunal Bans Federal  
Estate Tax Where All Bene-  
ficiaries Die First

## REVERSES APPEAL COURT

Holds Reversion of Proceeds Does Not  
of Itself Make Them Liable  
to Levy

NEW YORK, Dec. 19.—Inclusion of a provision that policy proceeds shall revert to the insured's estate in the event of the prior death of all the beneficiaries does not, by itself, constitute failure to give up all incidents of ownership and hence does not make the insurance subject to federal estate taxation even if it exceeds the \$40,000 statutory exemption, provided all other incidents of ownership have been surrendered, the United States Supreme Court held last week in two decisions which life insurance men have been awaiting with great interest. Previous decisions in the United States circuit court of appeals had ruled that such reversionary provisions subjected the proceeds to estate tax.

The case of Norman W. Bingham vs. United States was the one in which the court outlined its reasoning in greatest detail. The second case, that of Industrial Trust Co. vs. United States, was decided largely on the precedent of the Bingham decision.

### Ground for Holding

The Supreme Court's first ground for holding in favor of the taxpayer was that since the insurance had been taken out and its disposal arranged before the passage of the first estate tax law in 1918, this constituted a grave doubt as to the law's constitutionality.

The second ground was the precedent established by the Supreme Court in the suit over the estate of W. J. Orthwein of St. Louis, which involved an irrevocable trust with a reversionary provision. This decision, described in THE NATIONAL UNDERWRITER for Nov. 15 and 22, pointed out that the death of the grantor of the trust "passed no interest to any of the beneficiaries of the trust and enlarged none beyond what was conveyed by the indenture. His death simply put an end to what, at best, was a mere possibility of reverter by extinguishing it—that is to say, by converting what was merely possible into an utter impossibility."

### Decisions Are Important

These decisions are of very great importance in the receptiveness toward insurance among that section of the public which can afford to pay for more than \$40,000. For many policyholders it may be extremely undesirable to give up one's insurance so completely that in the extremely unlikely—but nevertheless remotely possible—event of all the bene-

## Family Income Contract Is Undergoing Evolution

NEW YORK, Dec. 19.—The basic principle of the family income contract has undergone constant evolution in the slightly more than five years since the Continental American Life of Delaware brought it out and christened it with the name by which it is still most widely known. Undoubtedly there will be still further developments and refinements.

Two main types of family income contracts have evolved. The first, and most nearly like the original introduced by the Continental American, is a contract which provides for the payment of \$10 per month per \$1,000 of face amount, payment to be made from date of the assured's death until 20 years from date of issue. Or the period from issue might be 10 years or 15 years. Sometimes there is an age limit, so that older applicants may be eligible only for the 15-year or the 10-year form. The typical form of this contract is a rider, usually attached to an ordinary life policy, but in some companies attachable to other contracts, as well. Sometimes the premiums on the rider are so arranged that they cease a couple of years before the end of the 10, 15, or 20 year period, to make the premium-paying period correspond more with the protection afforded by the term element, for since the term insurance protection progressively decreases, the insured might feel he was paying a high premium for the protection he was getting. The Continental American's original form, however, spread the term payments throughout the premium-paying period of the ordinary life policy, but this has not been followed generally by other companies.

### Varying Combinations

The second main type of family income contract guarantees to pay \$10 per month per thousand of face amount for 20 (or 10 or 15) years from date of death, so long as death occurs during the specified period. This opened the way of varying combinations of term protection period and "family income period." For example, it would be possible to guarantee to pay the income for 20 years after death if the insured should die within a ten-year term period. A further development of this form is a

ficiaries and contingent beneficiaries predeceasing the insured, the money would go to some distant relative or legatee of the final beneficiary who might be someone in whom the insured had no interest whatever.

Citations are not yet available in the Bingham or Industrial Trust Company cases, nor in the Orthwein case, although the latter should be available shortly.

### Note Statement Clarification

The Sales Research Bureau has published a review of what some of the life companies have done to humanize their annual statements and to make them intelligible to the average reader. There is an opportunity to use graphs, charts and actual photographs, the bureau shows.

family income policy "to age 60," introduced by the Metropolitan Life, which also writes the usual form paying a specified number of years from death.

A few companies such as the Massachusetts Mutual Life, issue both the type which pays from death to the end of a specified number of years from date of issue, as well as the form which pays for a guaranteed number of years from date of death. Of companies issuing the family income policy there appear to be considerably more with the first general type of contract.

### Term Element Participating

Another variation is to make the term element participating and having it affect non-forfeiture values, such as in the case of the Metropolitan Life. In most family income policies, the term element is non-participating and does not affect cash values or extended or paid up insurance.

Each type of contract has its staunch supporters. For the decreasing-term type the main argument is that it spreads the protection bought by the assured's premium dollar more nearly to correspond with his probable insurance needs. For the level-term type, it is contended that there is less danger of the insured's misunderstanding just exactly what protection is being given and for how long.

For the family income contract generally it can be said that it has fitted term insurance into a logical item in the agent's sales kit and the insured's needs. Term insurance by itself is often tempting by its low cost, but the selection against the company is likely to be high. Frequently, also the insured doesn't know or doesn't fully realize what he is getting into, and at the expiration of the term period is faced with staggering increases in his rate or the impossibility of getting further term coverage at any price.

## Increase in Purchasing Power Is Demonstrated

Significant gains in mass purchasing of seven important groups of "prosperity goods" in the first ten months of 1935 reveal an increasing number of American families who again feel able to buy beyond the bare necessities of life, according to a surplus income barometer study issued by Northwestern National Life of Minneapolis. Dollar volume increases over the corresponding period of 1934 were: Furs 21 percent; furniture 13.7 percent; electric household appliances 13.2 percent; luggage 11 percent; sporting goods 8.7 percent; pianos and other musical instruments 4.9 percent; jewelry 1.7 percent.

Of the seven groups of goods, furs show the greatest and most consistent gains over a year ago. Each of the past 14 months has scored a substantial gain over the corresponding month of the previous year; October fur sales of the 236 department stores covered by the report were 17.9 percent over 1934.

## New Reinsurance Air Rates Given

North American Will Accept  
Regular Transport Users at  
Standard Rates

## AMOUNTS TO BE GRADED

Changes Important Due to Large Number of Direct-Writing Companies Affected

NEW YORK, Dec. 19.—The North American Reinsurance has notified the approximately 100 companies with which it does reinsurance business that it has discontinued its former ratings on passengers flying over regularly established air routes, accepting them for reinsurance at standard rates, but grading the amount that it will consider according to the number of flights per year. The change became effective Nov. 21. The company's announcement is of wide interest in view of the large number of direct-writing companies whose underwriting (above their individual retentions) of air passengers is affected by the North American's liberalized plan.

Following are the limits which will be accepted at standard rates:

No. of Flights	Limits
1-20	\$50,000
21-40	30,000
41-70	25,000
71-90	20,000
91-100	15,000
Over 100	10,000

### Former Rates Compared

Formerly one to 20 flights were taken at standard rates; 21 to 40, \$2.50; 41 to 90, \$5; 91 to 100, \$7.50, while more than 100 flights had to be referred to the home office for individual rating.

The amounts which the company would consider for reinsurance were the same as those now in effect, as shown in the tabulation, except that where more than 100 flights a year were indicated the maximum amount that would be considered was left open to determination for each individual case. For all other groups of air travelers the company's former rates and underwriting policies still prevail.

Executives using company-owned planes flying over established air routes:

No. of Flights	Rating	Limits
1-20	Std.	\$30,000
21-40	\$2.50	25,000
41-70	5.00	20,000
71-90	5.00	20,000
91-100	7.50	15,000
Over 100	Refer	.....

### Private Owner Rates

Private owner using licensed plane with licensed pilot:

No. of Flights	Rating	Limits
1-10	Std.	\$25,000
11-20	\$2.50	25,000
21-30	5.00	20,000
31-40	7.50	15,000
41-60	16.00	15,000
Over 60	Refer	.....

Persons using either unlicensed planes (CONTINUED ON PAGE 11)



# Interest, Investment and Persistency Trends Are Analyzed by Club

"Before we decide on what our future investments will be and what they will yield, it is best to consider the nature of company assets in the past," said L. O. Copeland, North American Life, before the Chicago Actuarial Club.

Mr. Copeland studied 29 companies prior to 1900 and selected 35 companies in 15 states with 80 percent of total life company assets after that year. Prior to 1860, 56 percent of assets were premium notes, 26 percent mortgage loans, 9 percent city bonds and bank stocks and the remaining 9 percent cash. Four years later the percentage of premium notes was reduced to 25 percent. Today, he said, the percentage is less than 1 percent as it is realized that they cause a high lapse.

## Cash, Policy and Mortgage Loan Procedure Traced

The cash held today, he said, is higher than at any time since 1900. In 1860 but one company permitted loans on policies. Today the amount invested in policy loans exceeds 5 percent of the total assets. As an investment the security of policy loans is unquestioned and the rate of interest is good but during the depression years the company may be embarrassed for cash. To meet future demands for policy loans, if surrendered, it is necessary to carry a substantial cash deposit or invest in liquid securities. Policy loans tend to cause surrenders, although their interest yield has contributed a great deal toward maintaining the satisfactory earnings of many companies the past few years.

In 1860, 60 percent of company assets were in mortgage loans. The high interest on government bonds during the Civil War decreased the mortgage loan account to about 45 percent. At the end of 1934 they composed about 25 percent of the total and will further decrease this year. The decrease has been mostly caused by depreciated real estate values and government interference with the rights of a mortgagee, together with the desire of some borrowers to obtain government loans or lower interest rate.

## Indiana Executive of Past Years Is Dead



CHARLES F. COFFIN, Indianapolis

Charles F. Coffin, general counsel for the State Life of Indianapolis and its former president and manager, died Monday afternoon. In his day he was one of the famous leaders among western company executives.

Mr. Copeland found by comparing assets of 15 large companies with 15 companies with insurance in force between \$100,000,000 and \$200,000,000, that the smaller companies invest a larger percentage of assets in mortgage loans than do larger companies and the opposite is true in regard to bonds. At the end of last year, the 15 smaller companies had 26.6 percent in bonds and the larger companies 41.2 percent.

Less than 1 percent of assets were in stocks and bonds in 1860. For a long time railroad securities made up the largest part, the relative growth declining since 1900. Government securities have been up and down and are increasing at the present time. Public utilities have shown a gradual increase since 1920. Real estate has varied according to economic conditions. In 1880 it

reached 12.4 percent as a result of the 1875 panic and depreciated real estate values. At the end of this year the percentage will probably be better than 8 percent. Collateral loans have formed a negligible part and are even more so today.

## Increase in Interest Rate Is Slow Process

The interest rate in the past gradually declined until about 1900 when it started to increase, was pushed up by the world war, reaching the peak about 1920. Since then, there has been a slow decline until the abrupt fall the last three years. There is quite a sound basis for believing that interest rates will be higher, but the increase will probably be a gradual one, he said.

It is generally admitted that the cur-

rent issues of policy contracts should be self-supporting on the basis of interest earned on funds arising from their own premiums. Therefore, he asked, what interest rate can we reasonably expect to receive from the funds derived from our future policies?

"Persistency in New Business" was discussed by W. H. MacCurdy, Continental Assurance. In the earlier years of the life insurance industry, he said, the actuaries were chiefly concerned with mortality rates. Recognition of withdrawal as a financially significant decrement came in later years, the earliest investigation of lapse rates occurring about 1860. A thorough and practical treatment of persistency problems certainly promises a great opportunity for the actuary to serve his company, he said.

## Poor Persistency Does Not Improve Mortality

Improved persistency indicates a better class of policyholders. The premise that poor persistency improves mortality rates because of dilution of the risk is false. "We do not keep insurance risks fresh by continual rewriting. We are more likely to gather all the bad risks by putting them through the sieve of lapsation." The longer a policyholder leaves his funds with the company, the better opportunity they would have to invest them to advantage. Although it cannot be denied that even though production might have to be slighted temporarily, a more sound and efficiently operated company would result from the longer average policy duration, he said, after considering a condition of 100 percent persistency.

"It is useless to appeal to an agent to work long hours on conservation of his old business if the only reward consists of small renewal commissions, when he knows perfectly well that the same time spent on new prospects will produce very handsome first year commissions. If we can show him, however, how he can earn additional profit without a large amount of additional labor, he will certainly give us his cooperation in the search for 'quality as well as quantity.'"

## Changes in Convention Blank Discussion Topic

Changes in the convention blank discussion was led by J. A. Roberts, Continental Assurance, club secretary. Mr. Roberts said that in his opinion the most important revision was on page 5, items 13 to 18 of the blank which he believes necessitates the setting up of 100 percent reserves on resisted claims. He said that up to this time his company has set up 50 percent reserves on each claim resisted in court. The Connecticut schedule F has required that the footing at the bottom of the page agree with the other information and he believes with the change in the convention blank this year all states would require a similar report. Information on annuity business is requested for the first time on the blank. In response to a question as to how to report annuities not fully paid for, Mr. Roberts said to use the automatic date.

Commerce. He was a founder of that body and was elected a delegate to its first annual meeting held in London in 1921. He was prominent in Methodist church councils and in the same year that he went to London he was a delegate to the Ecumenical Methodist conference, a convention held every decade. To be a layman delegate to this conference was regarded as a mark of extraordinary distinction.

(CONTINUED ON LAST PAGE)

# Philosophy of the Second Wind Is Brought to Mind

The death of Charles F. Coffin, general counsel of the State Life of Indianapolis, this week removes from the scene a vibrant, dynamic character who in his day was dominant in his company when he was practically the general manager, being vice-president and general counsel. He was a man of great physical and mental vigor. Until he reached the age of 60 years or thereabouts Mr. Coffin played tennis at about the same gait that he did in his early years. He was a former president of the American Life Convention, was one of the organizers of the State Life and during his regime he was the head and front of the company. He was vice-president, general counsel and superintendent of agents until 1929 when he became president.

## Mr. Coffin's Career

He was born June 2, 1856, on a farm in Marion county, Ind. He went to DePauw, receiving both B.A. and M.A. degrees. After graduation from college he entered the teaching profession in the Indianapolis public schools and later was principal of a high school at Connersville, Ind. In 1882 Mr. Coffin became superintendent of schools in New Albany, Ind., and then decided to enter the legal profession, beginning the study of law. He practiced law in his native state of Indiana and then located at Wichita, Kan. He returned to Indiana in 1893 and became dean of the law school at DePauw University.

## Went With the State Life

A year later he resigned and assisted in the organization of the State Life, the three main factors being Samuel Quinn, Wilbur S. Wynn and Andrew M. Sweeney, a triumvirate of great power and resourcefulness. As the three great organizers faded out of the picture, Mr. Coffin came to the front as the real power.

Mr. Coffin died Monday afternoon in the downtown office of Dr. W. Tomlin, of heart attack. He had gone to the office for treatment of a throat infection from which he had been suffering about three weeks.

He was a brilliant and forceful speaker and carried weight in presentation of a case in court. Since his retirement Mr. Coffin won one of the most important cases in insurance annals when he pleaded a cause before the Provincial supreme court of Canada which ruled that insurance companies with home offices in the United States and selling in Canada may pay the fact value

of the policy at the value of Canadian money. The suit was based on the rate of exchange between the two countries.

His son, C. F. Coffin, Jr., is an officer of the State Life, besides whom Mr. Coffin is survived by his widow and two daughters.

In palmy days Mr. Coffin had three private offices. In one he conducted his duties as vice-president and head of the agency department, because he was the superintendent of agents along with his other duties. In another office he had all his correspondence, conducted his conferences, as general counsel. He had a third far to the rear with no telephone, where he could ponder and work without any interruption.

Mr. Coffin, owing to his great vitality, often used physical endurance illustrations to point the way of successful achievements to life insurance agents. One of his graphic stories centered about what he was pleased to call the "philosophy of the second wind." Mr. Coffin believed that man's greatest results could be gotten and his supreme effort could be put forth after he had had a workout, had gotten over the first feeling of fatigue and had acquired his "second wind." Then he became the master.

## Walked Up Ten Flights

He illustrated his theme by the preliminary exercise in which athletes indulge before they take up any real game. Mr. Coffin's office was on the 10th floor of the State Life building. For many years he walked up the stairs when he went to work in the morning rather than use the elevator. In his illustration he was wont to call attention to the fact that after he had reached the third landing he began to feel a lack of breath. Then he would wait a while and on the remaining ascent he found that he could walk up with agility and without the slightest feeling of weariness. Therefore he relied on the "second wind" to carry him through when he drew on his reserves and hidden powers. Mr. Coffin claimed that life insurance agents did not appreciate this philosophy that he set forth and therefore were accustomed to give up just at the time when they were in the position, if they knew it, to do their greatest work.

Mr. Coffin was a man of brilliant mental attainments, and outside of his profession as a lawyer and his official duties as a life insurance administrator he gained distinction. Some 15 years ago he was appointed American delegate to Paris for the purpose of organizing the International Chamber of



## Simplified Manual For A & H Adopted

Listings Reduced From 6,200 to  
1,380 by Underwriters  
Conference

### FOUR CLASSIFICATIONS

Reduce Size of Book 75 Percent—  
Aid to Field Men in  
Selling

A new simplified classification manual, effective Jan. 1, has been issued by the Health & Accident Underwriter Conference. Simplification was the keynote in the preparation of the new manual which is the result of several years of study and 18 months of compilation by the conference's manual committee. The 6,200 listings in the old manual have been reduced to 1,380 and the physical size is cut down over 75 percent. The typography has also been greatly improved.

There are only four classificational groups in the new manual compared to 10 in the old. Obsolete listings and occupations seldom written have been eliminated. The industrial schedule has been given in blanket or group classification, insuring all risks within those industries at one rate. A number of the 200 companies that have been using the old conference manual have signified their intention of adopting the new manual immediately while the others will gradually change over as they are able to change their rate cards and take care of the mechanical details.

#### Will Aid New Men

It is believed that the simplicity of the classifications and listings, as well as reduction in size of the manual, will appeal to the agents and result in less difficulty for new men going into the business to understand the principles of classificational ratings.

In preparing the new manual the committee took into consideration the recommendations made by the conference: (1) To reduce the number of classes from 10 to four; (2) to have the class symbol precede the occupation instead of following it; (3) to eliminate occupations seldom used and obsolete terms; (4) to provide a classification for housewives and other women risks insurable for monthly indemnity as well as death and dismemberment only policies.

#### Classes Defined

In the class AAA, the select, are included office executives, employees, commercial and city salesmen, school teachers, insurance and real estate agents, attorneys, merchants and clerks with selling and office duties, and merchandise buyers. Other classifications are AA (preferred), A (ordinary), and B (hazardous). Such obsolete occupations as dog breeder, bee keeper, bell hanger, wig maker, gimp maker, grass cutter, pill coater, etc., are eliminated.

Many companies are writing women risks employed in residences under the monthly payment policies. The new manual classified these risks as B, with class AAA for the benefit of companies writing death and dismemberment only policies.

### Conducts Los Angeles School

Dr. J. B. Van Arsdall, dean of field instructors of the Equitable Life of New York, is conducting a field course of instruction in life insurance salesmanship at Los Angeles for certain selected agents of the Kellogg Van Winkle and A. A. Dewar agencies in southern California. The school will run for 11 days.

## Old Timers Rejuvenated

E. A. Woods Agency Methods in Salvaging Veteran Agents in Depression Difficulties Are Told by Metzger

PHILADELPHIA, Dec. 19.—The depression created new and serious problems in handling life insurance agents, to meet which the Edward A. Woods agency of the Equitable of New York at Pittsburgh in 1933 evolved the idea of finding out the problems of the men. To that end, every man under contract makes up a budget each year. Wives help in this task, so they know their husbands' financial set-up. C. B. Metzger of the Woods agency told the managers group of the Philadelphia association something of the plan at the December luncheon meeting.

His talk chiefly related to saving and rehabilitating the old agent into a fair producer, rid of financial worries and cares. He gave a picture of the Woods agency which operates in 62 counties, has approximately 450 agents, chiefly full time and many rural, and divided in 10 units.

#### "Forgotten Man" Not Overlooked in Agency

The old plan of an agent's quota continued until 1933 when serious problems developed, and also the forgotten man, the old agent forced to the wall. Instead of getting new men to replace old ones, the Woods agency decided to save the old men and recruit sufficient new men to make up the difference.

The agency started to find out what problems the men had. The budget included what they were earning, expected to earn, and their expenses. Agents earning \$6,000 to \$10,000 a year, many of whom before entering the business had been earning \$150 a month, owed many creditors. The agency questioned whether even though they were successful producers, they were successful citizens.

The first item in the budget was business expense—advertising. They were required to belong to the Equitable agents' association and the National Association of Life Underwriters. An effort was made to discourage rural agents from too much auto travel and to make them realize they had prospects at hand.

Second was family expense, first being church and charity. For the first time many agents in the Woods agency gave to charity in 1934. There followed property maintenance, savings, payment on debts.

#### Set of Seven Rules Distributed to Men

All but eight of the 450 agents made their budgets, putting in the minimum earnings needed, how to get there.

The agents were given a set of rules: (1) Plan tomorrow's work today. Three interviews each working day. Work two evenings a week. (2) Definite prospecting plan—prospects from policies written. (3) Devise simple and direct selling talks on individual needs rather than programs. Package selling was adopted to meet the emergency in 1934, and the agency went back to selling programs in 1935. (4) Keep a daily record of "what I do"—(50 percent are now keeping the record). (5) Keep posted on the business. (6) Keep a record of earnings. (7) Attend all agency meetings and association meetings.

The Woods agency was built on meetings, and it found that agents who did not attend were the ones who caused

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## Appraisal Plans Are Used in Ohio

Superintendent Bowen Desires to  
Check Up on Real Estate  
Values

### HOW THE WORK IS DONE

Service So Far as Farms Are Concerned  
Is Paid by the State  
Itself

COLUMBUS, O., Dec. 19.—Soon after his appointment, Superintendent Bowen of Ohio visited some eastern insurance departments, notably New York and Connecticut, to investigate their operations. He studied the new New York real estate bureau, which assists insurance companies in New York in properly valuing their real estate and first mortgage loans in order to ascertain the solvency of the companies and thus protect the public.

#### Emulates New York Plan

In a modified form Mr. Bowen is emulating New York in this service. The department employs expert auditors who make yearly examinations of all the life companies. These examinations are reviewed by the chief examiner and the superintendent to make certain that all investments have been made strictly in accordance with the requirements of the Ohio laws and that they are being carried on the books at their true value. Mr. Bowen found that no one in the department was capable of properly evaluating real estate and first mortgage loans. He, therefore, employed a farm real estate expert to inspect and survey farm properties owned by or mortgaged to insurance companies. This expert, W. A. Hilbert of Toledo, is familiar with soil, with crop rotation, with transportation facilities, and with all the various factors that enter into the value of farm lands. This work is done at no cost to the insurance companies. He visits the various farms with the representative of the insurance company in charge of loans and real estate, and because of his wide knowledge and continuous study of farm conditions, his suggestions have proved valuable to these officials.

#### Other Property Valuations

An expert of national reputation (recommended by bankers and building managers of Cleveland and retained by the Pennsylvania Railroad) is employed to cover the real estate and first mortgage loans other than farms. His work is not so much to appraise individual properties, as to check the appraisals and report his findings to the superintendent. His services have also proven to be of value to the insurance companies. This real estate expert is not on the payroll of the state because of the temporary nature of the work and the limitation on salaries would not permit of a salary sufficient to employ him. Therefore, the companies receiving his services are asked to pay his fee. Ordinarily, it requires two to four days for him to complete his study for each company.

#### Person Employed Is Expert

The person the superintendent is now using for this work was chairman of the committee which recently made a real property inventory of metropolitan Cleveland. He was commissioned by the federal government in 1932 to make that survey. In most instances the companies employing him are repaid many fold for valuable suggestions which he

(CONTINUED ON LAST PAGE)

## THE PENN MUTUAL LIFE INSURANCE COMPANY

accounts it a privilege to tender to  
the members of the great life insurance fraternity, everywhere in our  
country, in Home Office and in Field,  
its heartiest wish that they may have  
**A Very Merry Christmas and a Happy  
and Prosperous New Year.**

WM. A. LAW, President

## Many Companies Select 1936 Convention Dates

The life insurance companies are now laying their plans for the 1936 conventions and some have definitely decided upon dates and places.

The Aetna Life will hold two regional meetings, one at the Homestead, Hot Springs, Va., Aug. 17-19, and the other at Lake Tahoe, Cal., Aug. 27-29. Tentatively plans have been made for a general agents' meeting March 30-April 2 at the Edgewater Gulf hotel, Edgewater Park, Miss.

The Atlantic Life will hold its next convention at the Hollywood Beach hotel, Hollywood-by-the-Sea, Fla., Jan. 12-15.

The Bankers Life of Nebraska will hold its convention at the head office at Lincoln, although the date has not been determined.

The Master Producers' Club of the Bankers National Life of New Jersey will sail on the "Queen of Bermuda" from New York Jan. 23 on its annual convention. The tour will include Bermuda and Havana and the contingent

will return to New York Feb. 1. Originally the trip was planned for Bermuda and Nassau but it was decided to extend the tour to include Havana. The convention will be a double celebration, as it also will mark the completion of the company's most successful year since its inception.

### Beneficial Life to Alaska

The Beneficial Life of Salt Lake City is conducting a production campaign that started last June and will run until June, 1936. The successful agents will join in an excursion to Alaska.

The Berkshire Life will hold its general agents conference, as usual, in January at the head office. There will be no agents convention in 1936. The next convention of agents will be in Pittsfield in January, 1937.

The 40th anniversary educational conference of the Central Life of Iowa will be held at the Birchmont Beach hotel, Bemidji, Minn., July 6-10.

The Commonwealth Life has tenta-

tively set the date for its annual agency convention as Sept. 15 at the head office in Louisville.

The Confederation Life of Toronto plans to hold a convention at the Edgewater Gulf hotel, Biloxi, Miss., during the week of April 12 for the Spanish speaking representatives of Central America and the West Indies. There will be a convention in western Canada at Jasper Park during the week of Aug. 3 and one for the eastern Canada division at St. Andrews-by-the-Sea, during the week of Aug. 16. There will be a convention for the staff of Great Britain during the week of May 4.

The Connecticut General will hold its convention at the Miami Biltmore, Coral Gables, Fla., March 24-27.

The Continental American Life will hold its annual agency meeting at the home office in Wilmington, Del., Jan. 17-18.

The regular agents' convention of the Country Life of Chicago will be held Feb. 20-21. On Jan. 29-31, the annual meeting of the Illinois Agricultural Association is to be held and many of the agents will attend this gathering.

The convention of the Eureka-Maryland will probably be held in August either in Baltimore or Cleveland.

The Franklin Life will hold its convention at the home office in Springfield, Ill., about the middle of July.

The Farmers & Bankers Life will hold its next agency meeting at the Elms hotel, Excelsior Springs, Mo., early in February.

### Plans Joint Meeting

The conventions of the Leadership and Presidents clubs of the General American Life will be held jointly at the Grand hotel, Mackinac Island, Mich., July 2-4.

The Great Western of Des Moines will probably hold its convention in southern California sometime in July, probably at Catalina Island.

The present plans of the Illinois Bankers Life are to have the convention at the Edgewater Beach hotel in Chicago the latter part of the summer. However this is not definite.

The Interstate Life & Accident of Chattanooga will have its rally in Savannah, Ga., in October.

The Lamar Life will hold its meeting some time in August in Dallas.

The Life of Virginia is to have its annual home office gathering in January.

The Massachusetts Mutual Life will have its annual convention at Swampscott, Mass., at the New Ocean House, June 1-3.

### Mid-Continent Life Plans

The Mid-Continent Life will have its agency convention at the head office in Oklahoma City, Jan. 31-Feb. 1. The first day will be for general agents and the second for producers.

The annual field club meeting of the Midwest Life of Lincoln, Neb., will probably be held in the Ozark mountains sometime in June.

The next convention of the Midland Mutual Life will be held at the Homestead, Hot Springs, Va., July 30-31.

The Mutual Benefit Life will meet at White Sulphur Springs, W. Va., May 22-23.

There will be a general agents conference of the Mutual Trust Life at the Palmer House, Chicago, Jan. 7-8.

The National Guardian Life plans to hold forth at the Edgewater Beach hotel, Chicago, some time the latter part of August or the first of September.

### North American Life

The National Life of Vermont will meet at the New Ocean House, Swampscott, Mass., Sept. 19-21, which is just prior to the convention of the National Association of Life Underwriters in Boston.

The North American Life of Chicago will not have its convention until the winter of 1937 in Florida.

The North American Life of Toronto will probably have its convention at the Manoir Richelieu, Murray Bay, Can.

The convention of the Northwestern National Life will be a West Indies

## New President of the Mississippi State Body



DR. J. O. SEGURA

Dr. J. O. Segura, vice-president and agency director of the Lamar Life, has been elected president of the Mississippi Association of Life Underwriters. He succeeds Arthur Madden.

A. H. Doty is the new vice-president, J. S. Knight, secretary, E. G. Olden, national executive committeeman. The directors are: Lee Benson, A. W. Garraway, S. F. Gammon, E. H. Hix and Arthur Madden.

cruise, probably 11 days on the water, some time in March.

The Ohio State Life agency convention will be in the nature of an eight day cruise, leaving Cleveland Aug. 1, and stopping at Niagara Falls, Toronto, Montreal and at the Chateau Frontenac in Quebec for two days.

The Builders Club convention of the Ohio National Life will be at Yellowstone Park the week of Aug. 24.

The agency convention of the Pacific Mutual Life will be held in Los Angeles beginning Aug. 17 with headquarters at the Biltmore hotel.

There will be a general agents and managers meeting of the Pan-American Life at the head office at New Orleans, Jan. 30-Feb. 1.

### Provident Life & Accident

The Provident Life & Accident will have its convention at the Ambassador hotel, Atlantic City, the third or fourth week of August.

The Leaders Club of the Provident Mutual Life will meet at the Banff Springs hotel, Alberta, Can., about the second week of August. The General Agents Association is meeting in Chicago Jan. 6.

The Republic Life of Dallas expects to hold its convention sometime in February at the head office.

The Security Mutual Life will have its convention at the head office in Binghamton, N. Y., sometime during July.

The Quarter Million Club of the Union Central Life will probably meet about the middle of September. The place has not been decided upon.

The general agents' convention of the United Life & Accident is to be held at the home office at Concord, N. H., Jan. 6-7.

The Volunteer State Life is to have its convention at the Signal Mountain Inn, Signal Mountain, Tenn., the last four days of July.

The Washington National will hold its convention at the Edgewater Beach, Chicago, the latter part of August or first of September.

The annual managers convention of the Western & Southern Life is scheduled for Jan. 23-25.

## THE COLUMBIAN NATIONAL IS A GOOD COMPANY TO REPRESENT

*During 1935 paid business showed an increase of more than 30% over 1934*



**THE COLUMBIAN NATIONAL  
LIFE INSURANCE COMPANY**

HOME OFFICE  
BOSTON • MASSACHUSETTS

A NEW ENGLAND INSTITUTION



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**TO THE MAN**  
*who doesn't expect to*  
**INHERIT A FORTUNE**

**100-1500-1500 A MONTH—MAKE YOUR OWN FORTUNE**

**How a man of 40 can retire 15 years from today**

**How a Man of 40 Can Retire in 15 Years**

**PHOENIX MUTUAL LIFE INSURANCE COMPANY**

"I'M confident I shall make good because I have such a wide acquaintance," say many salesmen who enroll in our training school.

Friendships may help to keep a man in the business a few months; but when his list of friends is exhausted — what then?

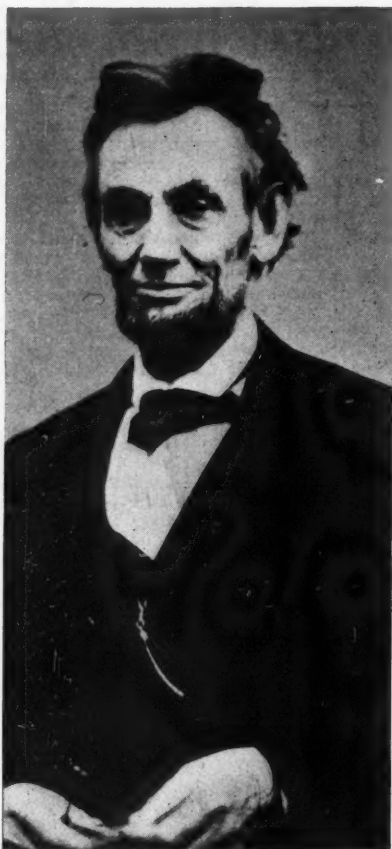
A successful life insurance career cannot be based upon friends and acquaintances alone. A salesman must have other means to widen his circle of activities.

Realizing this, the Phoenix Mutual Life Insurance Company has spent years in developing various ways of helping its salesmen to broaden their opportunities for business. One way is National Advertising which has been carried on successfully for more than a decade.

As a result, it is not unusual for Phoenix Mutual salesmen to write: "This man has been reading our advertisements for months and I closed him for \$10,000 on the first interview." Another typical comment is: "I like National Advertising leads because the sales generally are made to persons whom I have never met and probably would not have approached. One sale leads to another and very soon I find myself with an entirely new list of prospects."

National Advertising, and other sales helps, combined with the Company's reputation for employing only full-time men who have been carefully selected and thoroughly trained, are continually making it easier for Phoenix Mutual men to secure interviews and make sales.

**PHOENIX MUTUAL LIFE INSURANCE COMPANY**  
of Hartford, Connecticut



## The Successful Lincoln

This reproduction of an original photograph was taken shortly after the news reached Lincoln that victory had crowned the efforts of the Union. The smile upon his face reflects the joy of the nation upon the coming of peace.

# REASSURANCE

The termination of hostilities reassured Abraham Lincoln that the union could be preserved, and it acted as a stimulus for the equally difficult reconstruction plans which his untimely death retarded.

The successful culmination of some difficult task brings with it not only the usual compensation anticipated, but also a feeling of reassurance that one is equal to even more exacting demands. The underwriter of The Lincoln National Life Insurance Company who considers each achievement but a stepping stone to a more ambitious undertaking finds an appreciative company supplementing his efforts.

## The Lincoln National Life Insurance Company

FORT WAYNE, INDIANA

ITS NAME INDICATES ITS CHARACTER

### Four Fundamentals of 1936 Association Work Outlined

#### HOLD DETROIT CONFERENCE

#### Membership, Public Relations, Program and Functional Problems Are Discussed

Membership problems, public relations, speakers' bureaus, programs and functional objectives for life associations were discussed by officers, directors and national committeemen of the Pontiac, Ann Arbor and Detroit associations at a conference of southeastern Michigan zone executives of the Michigan State Association of Life Underwriters, held in Detroit. W. S. Reeve, manager Union Central and zone vice-president, presided.

#### Four Objectives Given

Associations in Michigan should set for themselves four functional objectives for 1936, and see they attain them, said H. B. Thompson, secretary-treasurer. They should work upon and complete some objective of a civic or charitable nature entirely apart from life insurance, such as raising funds for a camp for underprivileged children. They should study political organization of their territory and invite the leading legislator of the district to talk before the association on current political problems, aims and ideals of public service. Programs should be limited to matters of concrete value to individual agents. Business practices should be watched more closely than ever because prompt action on violations is the only satisfactory mode of control.

#### Membership Discussion

A symposium on membership handled by J. C. Hanley, president Pontiac association, brought out that it does not pay to overemphasize membership work since by so doing "wheel horses" may have no energy left for other constructive work. It was also said that it does not pay to go after "border" membership which joins reluctantly and fades quickly unless constantly contacted.

Securing members by teams, newspaper advertising, circularizing, blotters and similar means was discussed. It was concluded that the best means of attracting and holding members is to put on constructive helpful programs, few agents belong to an association simply because it is expected of them. Sound membership is based on a valuable return for the money spent for dues.

#### Public Relations Work

A discussion on public relations was held, with A. P. W. Hewett, president Ann Arbor association, presiding. This brought out that officers should make sure organizations stand for proper practices and should carry to the membership and the public a picture of these practices.

Gain Stinson in Flint and R. E. Olmsted, Detroit, have made real progress in presenting an impartial and graphic picture of life insurance to the public, it was brought out in a discussion of speakers' bureaus and programs under Donald Machum, president Qualified Life Underwriters, Detroit. Need for promoting adequate knowledge of insurance problems among attorneys, bankers, public accountants and others was stressed, reference being made to G. E. Lackey's work along this line for the National Association of Life Underwriters.

Progress made by the speakers' bureau in stimulating exchange of speakers among local associations was discussed and the trend toward "brass tacks" talks and away from "inspirational" addresses noted. P. J. Crandall, Jackson, president Michigan association, commented on the value of exchange of speakers, calling attention to the growing practice of many agents to attend meetings of associations in other cities. He said these factors are doing much to knit the state into an integrated whole.

### November Volume Shows 3.4 Percent Gain, Group Soars

Life sales increased 3.4 percent in November and the increase for the first 11 months is identical, according to the Life Presidents Association. The new business of 42 association companies totaled \$700,059,000 in November against \$676,737,000 last year. New ordinary gained 2.8 percent for a total of \$455,670,000 against \$443,157,000. Industrial gained .9 percent with a \$207,408,000 total against \$205,463,000. Group totaled \$36,981,000 against \$28,137,000, a 31.4 percent increase.

For the first 11 months, the total new business was \$8,033,841,000 this year against \$7,766,856,000 last year. New ordinary amounted to \$5,109,897,000 against \$5,053,856,000—a 1.1 percent gain. Industrial totaled \$2,333,408,000 against \$2,287,356,000, a 2.0 percent increase. Group amounted to \$590,536,000 against \$425,644,000, a 38.7 percent increase.

### "Jim" Dunne of the "Index" Puts on Fighting Uniform

James E. Dunne of Chicago, publisher of the "Insurance Index," has issued a statement regarding his publication, as follows:

"Malicious rumors are being spread through the insurance fraternity by those with an ulterior purpose as to the future of 'Insurance Index' and 'Dunne's Insurance Reports,' based on a libel suit directed solely against the 'Insurance Index' and two of the members of its staff, but upon which no damages as yet have been awarded. Until now, we have been silent on the false reports, preferring to try law suits in the courts instead of through the press. We do not wish even now to dignify such slander by making a reality of it.

"For the benefit of those who may be 'alarmed' or interested in our private affairs, we will say that the suit is one of our lesser problems. Silence and patience on the part of the editorial staff of the 'Insurance Index' should not be misconstrued as cowardice. More than likely, it is the 'lull before the storm,' and those who are not making the wish father to the thought would do well and not chuckle too quickly. There may be a day of accounting for all concerned. "Those held responsible for the editorial policy of the 'Insurance Index' in the past have their feet on the ground, and the future will bear out this statement. Many a home run has been driven in when two men were out, and the player at bat had two strikes on him."

#### DUNNE FREED IN COURT

J. E. Dunne, president of the "Insurance Index" of Chicago, who was indicted by the Cook county grand jury for conspiracy to commit assault on Attorney F. X. Brinkley of Chicago, has been freed by a directed verdict in Judge Harrington's criminal court. It seems that Attorney Brinkley representing other interests in the "Insurance Index" attempted to wrest control from President Dunne. Later Attorney Brinkley was assaulted on a street in Chicago and he charged that Mr. Dunne had employed H. J. Hargreaves to commit the assault. The court held that the state failed to show Mr. Dunne had entered into any conspiracy.

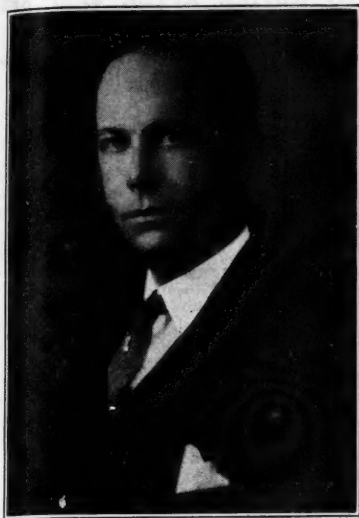
#### Would Permit Burial Outfits

A bill has been introduced in the Minnesota legislature which will permit burial associations to organize under the state cooperative law.

The Ohio State Life announces that A. E. Demillo, Pittsburgh manager; F. R. Maffei, Butler, Pa., and Leopold Szego, Cleveland, are now members of its honor club.



## Metropolitan Official Will Speak to Teachers



C. G. TAYLOR

At the annual meeting of the American Association of University Teachers of Insurance in New York, Dec. 27, Vice-president C. G. Taylor of the Metropolitan Life will discuss "How can the universities and university teachers best service in their fields?"

## Bean's Sentence Pleasing to Minnesota Department

MINNEAPOLIS, MINN., Dec. 19.—Officials of the Minnesota insurance department are jubilant over the conviction here of M. E. Bean on charges of selling insurance without a license. Bean was at once sentenced to 9 months in jail but served notice of appeal.

Several other indictments against Bean in various parts of the state will be pressed by the state officials who hope now to stamp out his operations. Bean conducts five insurance concerns in Minneapolis, all offering insurance of various types at cut rates and without a license as far as known in any state. His policies have been sold in several states. A year ago he served a 90 day workhouse term.

Insurance department officials now are planning on trying to get federal action against Bean for alleged misuse of the mails. One conviction in federal court, they believe, would be more effective in stamping out his business than several in state courts where penalties are comparatively light.

Receivership actions also have been launched against his companies and are pending in court.

## Shepherd Associate Actuary

Clinton O. Shepherd was named associate actuary of the Travelers. He has had many years' experience in life insurance, going into a western company home office. In 1917 he entered employ of the Missouri State Life, rising to vice-president and actuary. When the General American Life took it over he continued to handle the actuarial work. Early in 1934 he resigned and joined the Travelers staff.

## Policyholders Pay Bill

When the public succeeds in defrauding life insurance companies through ingenious methods such as fake suicides and disappearances, policyholders as a whole pay the bill, for it is to them that the companies must look for the reserve funds which are depleted by fraud collections. N. L. Baker, counsel Northwestern Mutual Life, explained to the Optimists service club of Milwaukee at a meeting.

## Insurance Teachers Group to Hold New York Meeting

### PINK TO EXPLAIN HIS WORK

Insurance Executives and Professors to Discuss Problems of Universities and Teachers

The American Association of University Teachers of Insurance will hold its third annual meeting at the Hotel Commodore, New York, Dec. 27.

Superintendent Pink of New York will speak at the luncheon on "The Problems of a Superintendent of Insurance." In the afternoon session the subject, "How Can the Universities and University Teachers Best Serve in Their Fields?" will be taken up by C. G. Taylor, vice-president Metropolitan Life, L. E. Falls, vice-president American Fire of Newark and G. F. Michelbacher, vice-president of the Great American Indemnity.

Their views will be discussed by Professors S. B. Ackerman of New York University; C. A. Kulp, University of Pennsylvania and E. L. Bowers, Ohio State University.

William Leslie, associate general manager National Bureau of Casualty & Surety Underwriters, will take part in the discussions. The complete program follows:

#### Morning Session

"A program of study for students specializing in insurance," H. J. Loman, Wharton School of Commerce & Finance. "Content, arrangement and method of a general course for students not specializing in insurance," A. H. Mowbray, University of California, and R. Riegel, University of Buffalo.

Discussion: J. E. Partington, State University of Iowa; J. H. Magee, University of Maine, and William Leslie, associate general manager, National Bureau of Casualty & Surety Underwriters.

#### Luncheon

"The problems of a superintendent of insurance," Superintendent Pink of New York.

#### Afternoon Session

"How can the universities and university teachers best serve in their fields?" C. G. Taylor, vice-president Metropolitan Life; L. E. Falls, vice-president American Fire of Newark; G. F. Michelbacher, vice-president Great American Indemnity.

Discussion: S. B. Ackerman, New York University; C. A. Kulp, Wharton School of Commerce & Finance; E. L. Bowers, Ohio State University.

#### Dinner—8:30 P. M.

Informal—No program—members only.

## Bankers of Nebraska Change

O. S. Hedges has been named as general agent for the Bankers Life of Nebraska, with headquarters at Chillicothe, Mo., while James H. Brown, who has been writing industrial insurance for a large eastern company in Ohio, has been named general agent at Steubenville.

Two men have been promoted from the ranks of field men to general agents. Ernest G. Anderson has been assigned four southwest Iowa counties with headquarters at Red Oak or Shenandoah, and Forest W. Everman will have three northwest Missouri counties, with headquarters at Maryville.

## New York Life Agents Rally

GRAND ISLAND, NEB., Dec. 19.—About 125 agents of the New York Life and their wives attended the annual meeting of the Nebraska branch here. The morning business meeting was followed by a special luncheon for the winners of a contest and the afternoon session was concluded with a banquet.

Agency Organizer M. N. Boyd of Grand Island, was in charge of arrangements and acted as host to the visiting agents. O. R. Carter of the Chicago office, F. B. Summers, Omaha manager, and W. J. Colman, also of the Omaha office, were the special speakers.

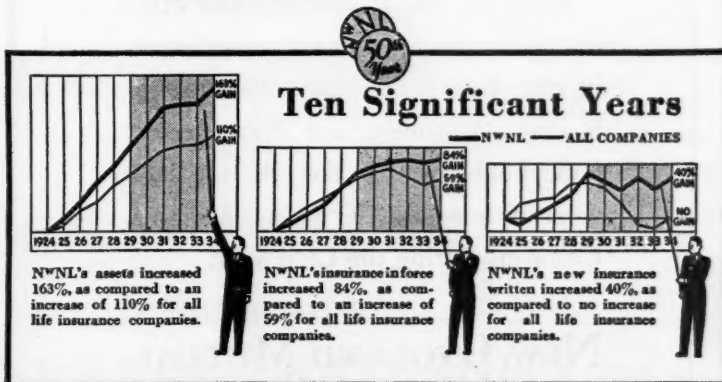
# The accumulated experience of TWO CENTURIES



first in England, then in New England,  
then in the Middle West

Policyholders of Northwestern National Life of Minneapolis have known that their Company's record of stability and growth during the entire depression period, and before, has been outstanding, even as compared to the fine showing of all American life companies. Soon, another annual statement will again reveal the Company's unusual stability and vitality.

This unusual record has been the result of unwavering adherence to conservative, sound principles of life insurance practice. NWNL was founded, fifty years ago, in a community whose pioneer residents had brought with them from New England a heritage of thrift and true conservatism—a heritage which came originally from England, where modern life insurance had its beginnings over two hundred years ago. Strict adherence, in good times and bad, to fundamental principles, proved and tested by two centuries of experience in both England and America, has been largely responsible for the record shown in the charts below—a ten year history which is decidedly pleasing to NWNL policyholders.



## NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

STRONG

O. J. Arnold, President  
MINNEAPOLIS, MINNESOTA

LIBERAL

The advertisement above appeared in the December 16 issue  
of TIME, the weekly newsmagazine.

## SALES RECORDS SET

**Amicable Life**, Waco, on Dec. 1 had \$78,566,726 insurance in force, representing 53,310 policies, a gain of \$3,422,659.

**Ohio State Life**—A. M. Palkovic, Youngstown, headed the list of producers in November, being followed by E. K. Townsden, manager Kansas City office, and B. B. Knight of Roxboro, N. C. Pittsburgh was first among the agencies, being followed by Columbus, Youngs-

town and Akron. November showed a large gain.

**Reliance Life**—New life insurance in November exceeded every month this year excepting May. There were 2,079 new policies totaling \$4,407,969, a gain of 276 policies and 41.3 percent in amount, compared with November 1934. In 11 months, it placed 21,587 new policies totaling \$43,438,431, an increase of

2,735 policies and 22.4 percent in amount. The paid life insurance for the entire year of 1934 was exceeded this year in the 10½ months ended Nov. 15. New accident and health insurance this year shows an increase of 9 percent.

**Midland Mutual Life**—During the first 11 months the company gained 12 percent in paid for business over the similar period of last year. In November the gain was 35 percent. It increased its insurance in force \$1,300,000 and its assets \$1,500,000. The mortality was 37 percent. Annuities showed a decrease of about 19 percent.

**Connecticut Mutual**—With a 27.9 percent increase in paid life sales exclusive of annuities for November over the same month last year, it reports a 14.4 percent increase for the first 11 months. To date \$85,139,155 of new life sales have been paid for against \$74,450,815 last year. It is experiencing decreases in lapses and surrenders, and shows a \$16,034,347 gain in insurance in force during November, the total now standing at \$908,665,285. The volume of retirement annuity contracts paid for is considerably ahead of last year, \$34,634,099 being paid for, as contrasted with \$25,653,472, a 35 percent increase.

**Old Republic Credit Life**, Chicago—Increase over preceding month for 23 months; business written to date this year 74 percent higher, premiums 67 percent higher. November business written \$1,083,000, first time over \$1,000,000 has been written in a month.

**Columbia Life**, O.—For the first 11 months its production is 70 percent higher than for the same period last year. A strong effort is being made to double last year's production by the end of December.

**W. N. Watson**, Connecticut Mutual, Boston—The agency had made 224 percent of its 1935 quota by Dec. 1 and led all New England agencies in percentage of excess over quota. It is 76 percent ahead of last year in written business. Mr. Watson took charge of the agency in July, 1934. This is the first full year under his direction.

**T. F. Lawrence**, Reliance Life, Chicago—Production increase of 50 percent reported this year.

**Homer G. Hewitt**, Northwestern National Life, Texas—Up to Dec. 10 has written \$3,510,000 in business for year, \$174,000 more than for last year.

**O. P. Schnabe**, Jefferson Standard, San Antonio, Tex.—Overwrote November quota by 30 percent with gain of \$100,000. Its 11 month total is ahead over \$1,000,000.

**Morton & Morton**, Connecticut Mutual Life, St. Louis—Ranked second in company for first 11 months with gain of 67 percent.

**F. C. Hathaway**, Mutual Life, Los Angeles—The southern California agency reports a gain of about 20 percent in paid volume for year to date.

**G. H. Page**, California-Western States Life, Los Angeles—Led the field for November with 127 applications, totaling \$311,304.

**V. J. Adams**, Los Angeles, Reliance Life—Gain of 36 percent in paid volume up to Dec. 1.

**L. W. Ginter**, manager Pan-American Life, Chicago—Business for office best in the 12 years since the company established an office in Chicago.

### Kansas City Head

KANSAS CITY, Dec. 19.—Ed Hasek, general agent for the National Life of Vermont, was elected president of the General Agents & Managers Association here, A. H. Nelson of the Federal Life of Chicago, vice-president, and Earl Mill, New England Mutual, secretary-treasurer. R. J. Costigan, Missouri manager Business Men's Assurance, and J. F. Trotter, Mutual Life of New York, were elected directors. C. L. Scott of the Massachusetts Mutual, and R. J. Wetzel of the Pacific Mutual are on the board.

**David Scott**, Williston, N. D., special representative Provident Life, and son of the late S. D. Scott of Fargo, general agent Mutual Life of New York, and Miss Margrethe Trennes were married.

## President D. S. Dickenson of Security Mutual Resigns

### TO RETIRE AFTER 33 YEARS

**F. D. Russell Becomes Executive Vice-president as Well as Treasurer of Binghamton Company**

The official staff of the Security Mutual Life of Binghamton, N. Y., has been recast with the resignation of President David S. Dickenson, who has been associated with the company for 33 years and has served as president for 21 years.

Fred D. Russell, who has been treasurer, has been elected executive vice-president as well. C. P. Deyo, president of the Roberson Lumber Company, has been elected a director to fill the unexpired term of the late W. H. Morse. Mr. Dickenson's resignation will become effective at the time of the annual meeting in February. His successor will be chosen at that time.

### Suggests Younger Man

In resigning, Mr. Dickenson suggested that a younger man be selected to "lead the way in the aggressive program which we have planned."

Mr. Dickenson went to Binghamton in 1903 as actuary of the Security Mutual Life from a similar position in the Security Trust & Life of New York. He started as a teacher at Gilman's Depot, N. Y. After taking a business course, he worked for the Philadelphia & Reading Railroad and then for the Guarantors Liability Indemnity. From there he went with the Security Trust & Life and served in the Cincinnati agency and then was appointed inspector. He studied actuarial science privately and became actuary of the American Union Life of New York. When the Security Trust & Life moved from Philadelphia to New York in 1900, Mr. Dickenson returned to that company as actuary.

### Teacher in Pennsylvania

Mr. Russell gained experience as a teacher in Pennsylvania before the war. After the war he became cashier in the Tremont National Bank of Tremont, Pa. In 1931 he went to Binghamton with a bank there and later joined the staff of the New York state banking department. He resigned in 1932 to become assistant treasurer of the Security Mutual Life. The next year he was appointed treasurer.

### No Action in Kentucky

LOUISVILLE, KY., Dec. 19.—The future of the insurance commissioner's post is unknown. Governor A. B. Chandler is now in office but with a legislative session starting on Jan. 2, and a lot of patronage to be passed out, it is understood there will be very few appointments made until after the legislature adjourns. By holding up appointments a governor has better control. McKay Reed, present incumbent, has only served a short time and he may remain in office, despite the guessing as to his successor. Both Governor Chandler and Mr. Reed are Democrats.

## Cleveland Veteran Has Broken Some Records

John W. Wulf, veteran agent in the E. W. Snyder Agency of the Massachusetts Mutual Life at Cleveland, is in his 29th year of service with the company and although he is 65 years of age he is still making outstanding records. He has paid for over \$250,000 this year. His great record is 20 years of consecutive weekly production, 984 weeks without slipping a cog. He also has established a satisfactory record in minimum volume. He has paid for at least \$12,000 each month for over 16 years.

"... the last survivor  
of those we insured  
during *the Civil War*"

A RESIDENT of New Jersey, who for more than four years had held honored status as the holder of our oldest policy, died on August 6th of this year, within a few weeks of his ninetieth birthday.

His policy, \$2000 Ordinary Life, was purchased early in 1864, when he was eighteen, and remained in force for more than seventy-one years.

He paid seventy-two premiums of \$33 less dividends, the total net payment being \$1273, and his estate received fifty-seven per cent more money than he paid in cash.

Since the oldest New England Mutual policy now in force was purchased in 1867 by a gentleman now living in Racine, Wisconsin, our New Jersey policyholder was, in fact, the last survivor of those who were insured by this Company during the Civil War.

**NEW ENGLAND MUTUAL  
Life Insurance Company  
BOSTON, MASSACHUSETTS**

1835 — Charter Centenary Year — 1935



## Agent Claims One-Day Sales Mark for South

A record for southern states for applications written in a single day is claimed by C. A. Lyles, district manager Penn Mutual Life, Okolona, Miss. The record was broken on Friday, Dec. 6, when Mr. Lyles wrote 61 individual applications, which included no group or salary savings.

The previous southern record, according to information secured by Mr. Lyles from insurance journals, was 59 in one day by J. T. Eubanks, agent at Searcy, Ark., about six years ago.

Mr. Lyles accomplished his feat in a small community of 2,500 population, about half of whom are white. The town had been referred to some years ago over a national broadcasting system as one of the hardest hit towns during the depression. When Mr. Lyles early in November conceived the idea of trying to break the southern record for one day's sales, he enlisted the support of the entire community and based his appeal on civic pride.

He used three types of advertising: Direct mail, local weekly newspaper and novelties. The campaign was announced simultaneously in the weekly paper and by 250 letters to prospects. Over a period of several weeks Mr. Lyles inserted small and large advertisements in the local paper, publicizing the date of the campaign and calling attention to monthly income settlements, Christmas policies and insurance as thrift training for children.

The letters to prospects were followed up with planned approach and sales talks. As each prospect consented to

some plan of protection, he signed an agreement to apply for it on Dec. 6.

On the day of the campaign Mr. Lyles was furnished an assistant by the home office to handle the examinations and to take care of the signed applications. He began the day needing a number of applications more than those who had already agreed to apply. The first signed applications were taken about 7:30 a. m. and the last at 8:30 p. m., with every application completed and witnessed by himself.

Cash settlement for the premium accompanied 31 of the 61 cases. Applications were for five and 10 year terms, 15 and 30 year endowment, single premium annuity and endowment, endowment at age 60, annual instalment deferred annuities and 20-pay and ordinary life. The youngest applicant was 10 years of age, the oldest 81.

Mr. Lyles is a native of Okolona and has been in the insurance business since 1929, when he joined the agency forces of the newly organized Standard Life of the South. He was advanced through various positions with the company until becoming superintendent of agencies. In October of this year he joined the J. N. McLean agency of the Penn Mutual Life at Jackson, Miss.

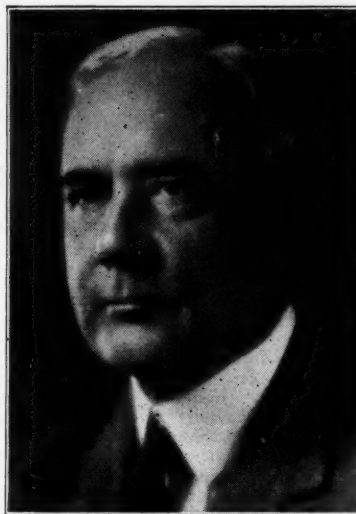
### Havens Hartford Manager

John G. Havens, who has been in charge of the new business department of the Lincoln National Life, has been appointed general agent at Hartford following the recent entry of the company into Connecticut. He has been connected with the Lincoln National 12 years and before that was with the Travelers.

### Columbus Managers Elect

The Columbus, O., Life Managers Association has elected G. A. Patton, Mutual Life, president; W. P. Stagg, New York Life, vice-president, and W. R. Lawrence, Jr., Provident Mutual, secretary.

## Forty Years



WILLIAM M. DUFF, Pittsburgh  
Succeeded Edward A. Woods

On Dec. 22 the Edward A. Woods Agency of Pittsburgh, general agent of the Equitable Life of New York, will do special honor to the head of the organization, William M. Duff, who will celebrate the 40th anniversary of his association with the office and the life insurance business. The Woods Agency is the world's largest life insurance organization of its kind. There are 20 companies operating in the United States whose business is equal to that done by this one agency. The Edward A. Woods Company has been in existence over 55 years. It has about 600 agents and 215 office employees.

Mr. Duff succeeded the late Edward A. Woods as head of the organization.

During his 40 years in the business he has paid for \$43,500,000 of insurance. He has been prominent in the Pittsburgh Life Underwriters Association, serving in various offices and then was president. He has been president of the Equitable General Agents Association and at the present time is a member of the executive committee. He has been president of the eastern department.

He was one of the first to attain the C. L. U. degree. He is vice-president of the American College of Life Underwriters. In addition to his life insurance work he is prominent in other lines, being a director of the Colonial Trust Company, a trustee of Westminster College. He is active in the Y. M. C. A. and other organizations. He entered the service of the Woods Company, Dec. 22, 1895, as a messenger boy after graduating from the Allegheny high school.

### Pittsburgh Regional Parley

At a regional meeting of the John Hancock General Agents' Association in Pittsburgh, talks were given by E. J. Clark, Baltimore, Harry Gardiner, New York, Percy G. Lapey, Buffalo, and Edwin R. Erickson, Buffalo. The president of the association, W. M. House of Chicago, presided.

Alex Sayles of the Lloyd Patterson agency of the Massachusetts Mutual Life in New York City was recently lauded by the Newark "Star-Eagle" as the most versatile athlete produced by Essex county, in which Newark is located. This opinion of Mr. Sayles' abilities was given by Joseph Baldwin, who had a distinguished athletic career at Montclair high school and the University of Virginia. Mr. Sayles starred at Montclair High, Andover, Princeton and Montclair Athletic Club, and now coaches the New York Curb Exchange hockey team. Mr. Sayles could have reached the highest peak in any sport he chose to pursue, Mr. Baldwin is quoted as saying.



## The National Life Insurance Company of Montpelier, Vermont

wishes

Merry Christmas

and

Happy New Year

to the entire

INSURANCE FRATERNITY

which includes every

Agent and Policyholder everywhere

1850 — 1935

85 years

Purely Mutual

A cordial invitation is extended to all to visit our  
Home Office at any time.

## ACCIDENT AND HEALTH FIELD

### Knocks Out Hospitalization

**California Court Holds Company Cannot Engage in a "Learned Profession" Under State Law**

The California circuit court of appeals has reversed the opinion of the superior court, San Francisco, and has ruled an insurance company cannot write group or individual medical service or hospitalization contracts. The decision resulted from an application made by the Pacific Employers, Los Angeles, to write such business, particularly on the group industrial plan with large employers as policyholders. Commissioner Carpenter had refused to permit the company to write such business on the grounds that it was prohibited under California law. The company carried the case to the superior court, which instructed Commissioner Carpenter to grant the permit. He then carried the case to the higher court.

The court states that the law strictly prohibits any corporation from engag-

ing in a "learned profession" either directly or indirectly. The Pacific Employers proposed to write health insurance for employers covering employees with doctors and dentists under contract to render the service.

### Reinsurance Plan Is Weighed

**Committee of Bureau of Personal Accident & Health Underwriters Presents Preliminary Plan for Pool**

NEW YORK, Dec. 19.—As chairman of a sub-committee of the underwriting committee of the Bureau of Personal Accident & Health Underwriters, J. F. Lydon, Ocean Accident, presented his report at a gathering of committee members. The report covered the progress of the sub-committee in its study of a proposed arrangement for reinsuring the excess liability of the companies under the indemnity feature of accident policies.

While the liability of this feature, if distributed upon some agreed basis

among a group of carriers, would not be heavy, it sometimes bears hard upon individual companies, since the reserves required to be set up run into high figures. The intended plan is still incomplete, and will be pondered further by the committee before its submission to the Bureau membership as a whole. It is not contemplated that the association, if formed, disturb existing treaties of direct writing companies, but would assume only the excess liability of the direct writing office beyond such limits as may be decided upon.

The annual meeting of the Bureau will be held some time in the Spring. The committee to arrange for the gathering consists of: F. Robertson Jones, F. D. White and R. M. Brann, and E. H. O'Connor, ex-officio.

### Monarch Men Present Ideas

**Practical Pointers Brought Out in Talks and Demonstrations Before Chicago Accident & Health Club**

Practical ideas for field men were presented to the Chicago Accident & Health Club in a program sponsored by the Monarch Life.

Speaking on "When Not to Talk," Fred W. McIntosh, western manager of the personal service department, said that every agent should quit talking if all he can do is knock his competitor. That type of man is not a salesman; he is endeavoring to make his living on false pretenses. The claim is the agent's stock in trade, said Mr. McIntosh. He stressed the need for a fair and liberal construction of contracts instead of adhering strictly to technicalities. Handling claims as "personal service" creates a great deal of good will for the Monarch Life, said Mr. McIntosh. It has reduced the claim ratio, and built up a feeling of fairness towards the company by the policyholders.

In a prelude to three sales demonstrations by his agents, Davis W. Ellis, Illinois manager, Monarch Life, said that selling has to attune itself to the accelerated life of the present day. Ideas are useless unless they are used, he declared.

#### Must Provide for Extras

In his demonstration of the necessity for replacing earning power, Franklin W. Hemingway approached his prospect by saying "suppose a doctor came in and said that you would have to go to the hospital for two weeks, six weeks or a longer time." If the prospect says he has a good job and his employer will continue his salary, in such a case, Mr. Hemingway replies that is all right, but additional income is necessary to take care of the extraordinary expenses.

E. J. Enerick in his demonstration worked on a preferred prospect system. He emphasized that the prospect has a fixed expense of living which will continue although his earning in the future cannot be predicted. In addition to the fixed liability the prospect also faces the possibility of extra expense in case of an accident to take care of doctor, hospital, nurse and medicine cost. If something happens to the regular income it is necessary to have a replacement income.

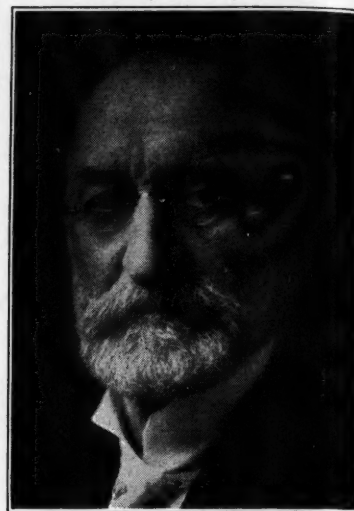
K. L. Holt diagrams his approach, setting forth the prospect's needs in maintaining himself and his family. All these depend upon income, which must be kept intact.

#### Must Have Courage

In summing up the ideas presented in the sales demonstration, Mr. Ellis said that he resented the common statement that anybody can go in the insurance business. Any man that is honest and willing with a good background can get in the business, but to stay in he must have courage and be able to carry on when the going is tough.

The Chicago club will hold its annual stage Feb. 12. Plans for a membership drive are under way in order to present a formidable organization when the club is host to the National association meeting early next summer.

### Utah Veteran Leads in Business, Church at 79



HEBER J. GRANT

Heber J. Grant, one of the real patri-archs among western insurance men, both from the standpoint of age and years in the business, celebrated his 79th birthday a few days ago. He is the dean of Utah's insurance men, life, fire and casualty, having entered the business 64 years ago at the age of 15 as clerk for a Salt Lake City insurance office. Before he was 20 he was operating his own agency. He early organized the Heber J. Grant & Co. general agency and the Utah Home Fire, which he still heads.

His activities in the life branch culminated in his becoming president of the Beneficial Life, Salt Lake, which he has headed since 1918.

For 17 years he has been head of the Church of Jesus Christ of Latter-day Saints, or Mormon, being supreme head, spiritual as well as temporal, of the several hundred thousand members of the faith to whom Salt Lake City is their Mecca. This position makes him an outstanding western and national figure, not a world, ecclesiastical figure; but in spite of this, he is still the active business man. His dual capacity as business man and high ecclesiastical places him in a unique position.

#### Sons-in-Law Insurance Men

Mr. Grant has two sons-in-law prominent in insurance, G. J. Cannon, executive vice-president Beneficial Life, and J. G. Midgley, manager of Heber J. Grant & Co.

Mr. Grant is very active in spite of his age. He is tall, carries himself erect and has a strong, ringing voice that enables him to address large audiences without the aid of an amplifier. He is a very practical man.

One of his favorite maxims is, "That which we persist in doing becomes easy to do, not that the nature of the thing has changed, but that our power to do has increased."

Mr. Grant was born in Salt Lake City in 1856, his father being the first mayor and a close associate of Brigham Young. He is the father of nine daughters, all living, but has no sons.

#### Has 50 Percent Increase

Fifty percent increase in production has been experienced by the North American Life this year. A "war campaign" contest is on, agents being divided in five groups, such as heavy and light artillery, aviation, etc. Success of the fishing trip convention at Lake-of-the-Woods in Canada last year caused officers to decide on a deep sea fishing convention next fall. This will be held in Florida probably in December, the qualification period running a year.

## Are You Interested In:

### • Liberal Policy Forms?

Guarantee Mutual policies are unrestricted, except to conform to Insurance laws and rulings.

### • Low Participating Rates?

Less than a half dozen American companies are as low. Check your compendiums.

### • A True Dividend Schedule?

As nearly true and equitable as is possible to create. Has not been reduced since adoption four years ago.

### • Low Net Cost?

Few American companies can equal the low net cost of Guarantee Mutual policies.

If we have ALL of the above features to offer, PLUS a place to use YOU—if you are above average and there is a reason for you to be interested in a liberal General Agents contract—tell us your complete story.



Direct your letter to  
A. B. OLSON, Manager of Agencies

**GUARANTEE MUTUAL  
LIFE COMPANY**

OMAHA, NEB.

Organized 1901

LICENSED IN TWENTY-FIVE STATES AND THE DISTRICT OF COLUMBIA



# New Reinsurance Air Rates Given

(CONTINUED FROM PAGE 1)

or unlicensed pilots are declined, as are pilots doing exhibition flying, stunting, long distance racing, testing, or advertising, glider pilots; also army or navy members of flying in lighter-than-air craft, while reserve officers on extended active duty are considered usually unacceptable.

Licensed commercial pilots flying licensed planes and having at least 400 hours' flying experience, also air mail pilots with a like amount of experience are considered for a limit of \$10,000 at a rating of \$25 per \$1,000. Limited commercial lower license grade pilots, also instructors, are subject to the same limits at individually considered ratings, while the same applies to pilots operating air taxi services.

## Maximum Limits Set

Private pilots having at least 400 hours' flying experience are considered for a maximum of \$10,000, regardless of number of flights. Ratings: 1-20, \$10; 21-60, \$15; more than 60, \$25. Specially selected student pilots may get up to \$5,000 at a rating of \$25 per \$1,000.

General officials of transport companies, making from 15 to 150 flights per year are rated from \$2.50 to \$15 with limits varying from \$25,000 down to \$10,000. Those in the traffic and operations departments of transport companies are in general considered for lower limits, although a few classifications are considered for up to \$25,000. Somewhat the same range of limits applies to those in aerial services and airports and in aircraft manufacturing. Following are the ratings and limits for those in the foregoing occupations, also those in the military or naval aviation services:

## TRANSPORT COMPANIES

	Flights	Ratings	Limits
General officials	15-150	\$2.50-\$15.00	\$25,000-\$10,000
<b>Traffic Department:</b>			
General supervisory officer	15-75	2.50-10.00	25,000-10,000
Regional supervisory officer	15-40	2.50-5.00	25,000-10,000
Solicitors (traffic men)	0-15	0-2.50	10,000
Clerical force	0-15	0-2.50	10,000
<b>Operating department (including maintenance branch)</b>			
Supervisory officer	15-75	2.50-10.00	25,000-10,000
Regional superintendent	15-75	2.50-10.00	25,000-10,000
Engineers	10-50	2.50-10.00	15,000-10,000
Field manager or chief mechanic	10-20	2.50-5.00	10,000
Other mechanics and helpers	0-20	0-5.00	10,000
Radio technicians	10-25	2.50-5.00	10,000
Radio operators (ground)	0-25	0-5.00	10,000
Service men, workers and helpers	0-10	0-2.50	10,000
Transfer agents or ticket takers	0-30	0-5.00	10,000
Clerical employees	0-15	0-2.50	10,000

## AERIAL SERVICES AND AIRPORTS

	Flights	Ratings	Limits
Officials	10-50	2.50-10.00	25,000-10,000
Field or flying mechanics	5-10	2.50-5.00	10,000
Other mechanics	0-5	0-2.50	10,000
Plane service men	5-10	2.50-5.00	10,000
Clerical employees and draftsmen	0-10	0-2.50	10,000
Maintenance	0-5	0-2.50	10,000

## Aircraft Manufacturing

	No. of Flights	Extra	Limits
Officials	0-25	0-5.00	25,000-10,000
Plant superintendent	10-20	2.50-5.00	25,000-10,000
Inspectors	5-10	2.50-5.00	25,000-10,000
Engineers	0-10	0-5.00	10,000
Chief engine mechanics	5-10	2.50-5.00	10,000
Chief airplane riggers	5-10	2.50-5.00	10,000
Field or flying mechanics	5-10	2.50-5.00	10,000
Other mechanics	0-5	0-2.50	10,000
Plane service men	5-10	2.50-5.00	10,000
Clerical employees and draftsmen	0-10	0-2.50	10,000
Maintenance	0-10	0-2.50	10,000

These rates are a guide only. Individual cases will be considered and rated accordingly.

## MILITARY AVIATION

### Army and Navy Air Corps

	Extra	Limits
<b>Pilots</b>		
Students and flying cadets—Postpone until completion of 200 flying hours.		
Having 200 to 400 flying hours' experience	\$24.00	\$10,000
Having at least 400 flying hours' experience		
Captains and higher ranking officers*	9.00	10,000
Pilots below ranking of captain	12.00	10,000
<b>Enlisted personnel</b>		
Non-commissioned and petty officers	2.50	5,000
Privates	5.00	5,000
Flight surgeons and ordnance officers	7.50	15,000
Observers—Same as pilots.		
<b>National Guards</b>		
Pilots and observers	12.00	10,000
Enlisted personnel—national guard	5.00	5,000
<b>Reserve Officers</b>		
On inactive and two weeks' active duty	10.00	10,000
On extended active duty—Special consideration but usually unacceptable.		
<b>Marine Corps</b>		
Pilots and observers having flown 400 or more hours in air	24.00	5,000
Pilots and observers having flown 200 to 400 hours in air.	35.00	5,000
Lighter than air corps—Declined.		

\*A senior lieutenant in navy is same rank as army captain.

No commissions are allowed on aviation extra premiums. Disability and double indemnity are not granted on cases rated for aviation. Where a standard policy is granted disability and double indemnity will be given special consideration.

## Aviation Riders

A majority of the states permit the use of a rider to the life policy limiting the company's liability in the event of death from aeroplane accident.

Reinsurance will be accepted with the aviation exclusion rider where the risk appears to be one that can be favorably regarded for this type of reinsurance and where all legal requirements of the state in question have been met. Where the rider is used it is important that it be passed upon by the company's counsel and the state insurance commissioner. The incontestable clause also must be modified with regard to aviation.

There are two types of rider in general use: one excludes all aviation hazard, the other all except flight on scheduled air lines as a fare-paying passenger.

## To Arrange for Commissioners

ST. PAUL, Dec. 19.—Soon after the first of the year steps will be taken to arrange for the annual meeting of the National Association of Insurance Commissioners in St. Paul in June. Various committees will be named to manage the event. Experience will not be lacking along this line as several former Minnesota commissioners now reside in the Twin Cities and are thoroughly familiar with the needs of the convention.

These include Garfield W. Brown, former president of the association; George W. Wells, long a member, and John A. Hartigan who has attended several of the national meetings. It is expected that they will assist Commissioner Frank Yetka in handling the details of the gathering.

## New Detroit Directory

A new Detroit telephone directory with an attractively redesigned cover has been published by THE NATIONAL UNDERWRITER giving a complete listing of insurance agencies, companies and executives in Detroit. Copies can be obtained free of charge at THE NATIONAL UNDERWRITER'S Detroit office, 1015 Transportation building.

## Van Sweringens Insurance Minded

NEW YORK, Dec. 19.—The death last week of M. J. Van Sweringen of Cleveland, who with his older brother, O. P., controlled a number of western

railway systems as well as other large business propositions, recalls that the brothers were firm believers in insurance, each carrying a considerable amount of life insurance, and keeping well insured against fire loss the properties under their administration.

## Aetna Life Prize Winner

The Aetna Life has been awarded first prize in insurance group of floats in the recent Connecticut tercentenary parade in Hartford. The float attracted considerable attention. It featured Mark Twain.

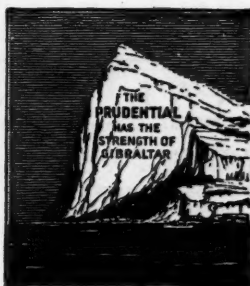
M. B. Mortenson of the Aetna Life's accident department has been transferred to the R. S. Edwards Aetna Life agency in Chicago from the Insurance Exchange branch. Mr. Mortenson has been connected with the accident and health agency for five years. He will be accident underwriter in the Edwards agency.

# "I Resolve" =====

A Life Insurance Salesman could make no better resolution for the New Year than a determination to see that every uninsured or underinsured family provider of whom he learns is adequately informed of the necessity of protection.

Tell them of the countless benefits to be gained, among them two of major importance.

1. Security for their dependents.
2. Old Age Independence.



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

## EDITORIAL COMMENT

### Our Friends at Yuletide Season

At this particular season, those choice relationships—the ties that bind us to our friends are brought into bold relief. As we journey along at other times we take our friends very much for granted. We are not so emotionally moved when we contemplate the close associations. We are absorbed in the duties and demands of the day. Our own welfare is being studied.

But when this joyous season comes, the more sordid and selfish attributes are suppressed, our hearts glow with a truer affection, and with the lessons taught us by this festival, we treasure genuinely those whom we call our friends. They appeal to us in a new glory and finer radiance.

When again the holiday spirit has departed, the experiences of these mellowing days have warmed us and our friends take a nearer place in our holy of holies.

After all, Yuletide's most sublime gift is this rebaptism of fealty to friends, a

strengthening of that transcendent bond that draws us more closely to those who come within our radius and whom we cherish.

This is a time of friendliness, a day when we banish to a large extent, thoughts of our own well being and place gifts on the altars of others for whom we have affection and esteem.

They make a glorious company—Our Friends. We summon them to our fire-side. We look at them with appreciation and with the eye of love. Here they are with us—the Friends of yesterday and today, the young and old, the near and far, those that still abide with us and those that have passed beyond the hills—they all are nearby. We see them as we love them best—buoyant, gay and happy. They have made life for us a magnificent adventure—a wonderful journey.

To your Friends and to our Friends, may the benign light of this Yuletide guide them all into pleasant places.

### Decision Encouraging to Life Men

THE UNITED STATES SUPREME COURT'S decisions last week that no estate tax is incurred by a policy provision for reversion of proceeds to the insured's estate if all the possible beneficiaries predecease him is highly encouraging to all life insurance men, particularly those dealing in large cases above the \$40,000 statutory exemption.

While it is true that this decision was almost a foregone conclusion in view of the close analogy of the ORTHWEIN case, having to do with the same provision in irrevocable trusts, the closeness of

the decision in the ORTHWEIN case—5 to 4—made it possible for the change of one vote to swing the decision against exemption for the life insurance cases.

In view of the practical remoteness of the reverter clause ever taking effect, it is gratifying that the Supreme Court saw fit to decide the cases on their practical aspects rather than going too deeply into the somewhat tenuous and metaphysical question of what, if any, incident of ownership passes when the insured dies under the circumstances described.

### United States As Mortgagee

REPORTS that the HOME OWNERS LOAN CORPORATION will shortly adopt a more hard-boiled attitude toward delinquent borrowers comes as cheering news to life insurance investment executives who have wondered where the government was going to stop in its subsidizing of various classes of borrowers.

An article in the current "FEDERAL HOME LOAN BANK REVIEW," official publication

of the FEDERAL HOME LOAN BANK BOARD, whose members are directors of the HOLC, states that "as the emergency passes the corporation's responsibility for the taxpayers' money will require the adoption of a more severe policy," and that consequently the volume of foreclosures must inevitably increase. About 20 percent of the total payments due the HOLC are 90 days or more overdue.

### Policy of Give and Take

In all conferences for the benefit of insurance, in all efforts to make improvement and map out courses for progress there is need at all times for tolerance, sympathy and understanding. Many have a vision to see the ideal condition. All do not possess it. There are currents and counter currents of selfishness, malice and

ambition to be taken into consideration. Public opinion has to be weighed. We cannot accomplish everything at once, however desirable the proposed achievement may be. We walk step by step. In the effort to bring about change toward an improved state the policy of give and take has to be adopted. Most forward

movements have been accomplished by compromise. A mistake is made when something is done that is too advanced which the people affected do not understand thoroughly and approve.

Sometimes a spirit of impatience is manifested when all people interested in an enterprise do not agree with those who are in the forward ranks. Sometimes a feeling of discouragement is found where advancement seems almost nil. Yet after all there is an educational benefit in conference and discussion. Human character-

istics have to be taken into account. Frequently the course is arduous and the goal seems far away. But when the inventory is made and a look backward is taken, certainly progress can be recorded. Leaders should be courageous but not domineering. They should have a thorough understanding of those in the ranks. They must stand forever for principle and yet not be dismayed when they have not traveled as far along the road as they hoped. Patience and perseverance are a vital necessity.

### Need for Straight Thinking

THERE is much to be gained by correct, intelligent and straight thinking these days not only along the lines of one's

own business or calling but in connection with life's fundamentals and its philosophy.

## PERSONAL SIDE OF BUSINESS

**Samuel A. Hoskins**, aged 72, first vice-president Columbus Mutual Life and former treasurer, died in a hospital in Columbus from shock following a fall on the ice near his home, in which one of his legs was broken. Mr. Hoskins was born near Magnetic Springs, O., and was a graduate of Ohio Northern University, Ada, and the Cincinnati law school. He had held a number of public offices.

Mr. Hoskins was born at Magnetic Springs, O., and attended Ohio Wesleyan and Ohio Northern Universities. He later became chairman of the board of Ohio Northern. He had been identified with the Columbus Mutual from its earliest days and had been a director from the start. He was elected vice-president and treasurer soon after the company was organized. In January of this year he relinquished the duties of treasurer. A son, D. J. Hoskins, prosecuting attorney of Franklin county, is a director of the Columbus Mutual. Among the physicians attending him in his last illness was another son, Dr. G. O. Hoskins.

Mrs. F. E. Howland, mother of **M. L. Woodward**, former Detroit general agent of the Northwestern Mutual Life, died at her home in Jonesville, Mich.

**Vernon H. Jenkins**, vice-president Occidental Life, Los Angeles, is at the California hospital, recovering from injuries recently suffered in an automobile accident. While no bones were broken, tendons and ligaments of his right foot were torn and it is now in a plaster cast. Although confined to the hospital for a month, he is carrying on his duties, keeping constantly in touch with his office.

**Alfred MacArthur**, president of the Central Life of Chicago, has been laid up for a month in Passavant hospital in his city with what is familiarly known as trench mouth. He has been released from his confinement and is recuperating at his home at Libertyville, Ill. For a while President MacArthur was unable to vocalize. He had to write down his thoughts or make signs. In spite of all handicaps he made his wants known.

**M. E. Healy**, vice-president of the New York Life's \$200,000 Club, died in his home in Bradford, Pa., where he has

represented the company for nearly a quarter of a century.

**H. L. Babcock**, secretary and general manager of the Citizens Limited Life of Nebraska, has filed as a republican candidate for Nebraska state auditor. His grandfather held the office for four years, and in later years his father was chief deputy.

**C. P. Carroll, Jr.**, son of the vice-president of the Kansas City Life who has been one of the company's outstanding personal producers for 30 years, gave a series of lectures before various groups in Kansas City on "Munitions and Its Effect on Peace." He is a junior at Yale, majoring in international relations. He was secretary to Sen. Gerald P. Nye when the senator was chairman of a special senate committee appointed to investigate the munitions industry.

State manager, **L. C. Mersfelder** of the Kansas City Life's Oklahoma agency demonstrated his prowess as a hunter with a venison dinner tendered the agency which over 100 attended. He was also host to the Oklahoma City General Agents and Managers Club at a luncheon. He hunts in the New Mexico mountains. Company officials from Kansas City attending were D. P. Porrens, vice-president and loan supervisor; H. A. Baker, medical director; J. H. Bee, associate medical director; J. F. Barr, vice-president and superintendent of agencies; J. A. Budinger, actuary, and Walter Cluff, educational director. Homer Jannison, state manager Equitable Life of New York, spoke at the luncheon.

**Samuel B. Love**, Richmond, Virginia manager Mutual Life of New York, who is retiring as manager, was tendered a banquet by his agency. The office force gave him a traveling bag and the field force gave him books. Mr. Love has been with the company more than 40 years. He plans to continue as an agent.

**Peter H. Luin**, Des Moines general agent Yeoman Mutual, offered Gene and Glenn, radio artists, \$5 for their needy children's Christmas fund for Des Moines children. He also challenged other company general agents to make similar contributions, based on the com-



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pany's Christmas bonus campaign. Other general agents sent in \$57, 12 accepting the challenge. George F. Wall, secretary of the company, heard Mr. Luin's challenge and offered to personally match any company contributions up to \$40, which he did.

**F. N. Crosson**, Omaha manager Equitable Life of New York, went to Little Rock, Ark., to attend the funeral of his mother, Mrs. Eva Crosson, who died at her home in Dallas.

**Baxter Maddox**, general agent of the Connecticut Mutual, has been elected a director of the Atlanta Chamber of Commerce.

**Conn W. Moose**, formerly insurance director in Nebraska, has given up any idea of reinstatement by legal action or otherwise, and is now seeking a general life agency connection. Mr. Moose says that he has received a number of offers, but that none of them is generous enough in terms to induce him to sign up.

**T. W. Appleby**, president Ohio National Life, who was elected to membership on the board of the American University at Washington, D. C., is also a trustee of Tennessee Wesleyan. Mr. Appleby is one of the notable Methodist laymen in the country.

**T. W. Greer, Jr.**, Atlantic Life district agent at South Boston, Va., wrote 107 applications for a total of \$112,500 in one month, averaging 12½ hours a day and 22 calls a day. He wrote as many as ten applications in a single day.

Mr. and Mrs. A. C. Carson, Evansville, Ind., have announced the marriage of their daughter, Agnes, to **Karl W. Hahus**, Evansville, Ind., manager Equitable Life of Iowa.

The **Washington National** of Chicago has started celebrating its silver anniversary year. The present organization is the result of several mergers, the originating company being the Washington Life & Accident which George R. Kendall founded in Springfield, Ill., in 1911. In 1926 the United States National Life & Casualty and the Fidelity Life & Accident, the latter being founded by Harry R. Kendall in 1923, were merged with the Washington Life & Accident as the Washington Fidelity National. In 1927 the name was changed to Washington National and Harry R. Kendall became chairman of the board while George R. Kendall continued as president, the position which he assumed at the time of the merger.

The first application written by the old Washington Life & Accident, a weekly accident and health policy, is still in force. George R. Kendall wrote this policy himself, issued it and delivered it to the policyholder, being the sole employee and owner. The desk on which the policy was issued is highly treasured by the company.

**Dr. J. W. Fisher**, 87, dean of American life insurance medical directors, was honored on his 50th anniversary with the Northwestern Mutual Life by the official staff at a banquet. He joined the medical department as assistant medical director Dec. 15, 1885, serving 11 years in that capacity, and became chief medical director Oct. 21, 1896, holding the office 39 years under four presidents. P. H. Evans, vice-president and actuary was toastmaster. About 150 attended, including trustees, executive and junior officers, medical department associates, and representatives of agents' groups throughout the country. There was a program of short addresses and a sketch "The First 50 Years Are the Hardest," presented by employees. The Special & Soliciting Agents' Association was represented by A. E. Baker, Indianapolis, vice-president; the District Agents' Association by H. R. Hitt, Chillicothe, O., president, and General

## Woman with App-a-Week 24-Year Mark Tells How

Wise counsel on "Consistent Weekly Production" was given the women's division of the Chicago Association of Life Underwriters this week by Mrs. M. H. W. Bennett of the New York Life in Chicago, who has written at least one application every week for over 24 years. This record of 1,248 weeks of steady production is unusual being equalled probably by only a few men agents. Miss Genevieve Forsberg, supervisor of a unit of 12 women agents of the Equitable of New York, talked on "Getting the Quarter Million Habit." She produced results of a questionnaire sent to 16 women in the division who pay for \$250,000 or over annually, designed to show how they reached that high bracket.

### Mrs. Bennett's Methods

Mrs. Bennett, who is a member of the New York Life "Top Club" and a senior Nylic, said in 1915 over 1,000 New York Life agents set out to maintain weekly production, but at the end of the first year only 13 had survived, and after 20 years only five have an unbroken weekly app record.

The principal reason for failure, she said, was lack of organization of effort. She recommended that each agent organize himself. It is a personal job; no one can tell an agent how to do it. It involves gathering names of prospects from all applicants, determining ability to pay premiums and medical condition; then determining need and writing the insurance to fit.

### Main Effort in Planning

"It takes 50 percent more time to plan than to execute," she said. "Make each week a new adventure, a brand new page. The qualities most needed are desire, faith and will-power." She counseled having up to three real interviews daily, six days a week.

Miss Forsberg, who personally paid for \$350,000 in 1934, and has written 61 cases this year, found in weekly pro-

Agents' Association by L. E. Allen, Atlanta, president. Dr. G. A. Harlow, assistant medical director, spoke for the medical department, and Herbert Laffin, assistant counsel, for junior officers. The message from the trustees, executive and finance committees, was brought by H. L. Butler, Madison, Wis., and President M. J. Cleary spoke for executive officers and the company.

**C. R. Eckert**, general agent of the Northwestern Mutual Life at Columbus, O., who will take charge of the Detroit agency Jan. 1, was tendered a testimonial dinner by the Life Managers Association of Columbus. H. A. Chipman of the Equitable of New York presided.

**Charles F. Williams**, president of the Western & Southern Life is seriously ill with pneumonia in the Good Samaritan hospital in Cincinnati. Upon his return from the Life Presidents meeting last week at which he caught a cold, he continued his work and a more serious condition during the week necessitated his removal to the hospital Sunday night. One lung is involved.

Mr. Williams Tuesday night had three relapses and the doctors at that time were dubious. However he began to improve and was reported by telephone Wednesday to have gained considerable strength. He has been under an oxygen tent for several days.

**H. O. Edgerton**, president of the Boston Mutual Life, has been recovering steadily from the serious injuries suffered in an automobile accident about five weeks ago. He will be moved within a few days from the Cambridge Hospital to his home at 142 Goden street, Belmont. Mr. Edgerton made an amazing come back after the accident. He is 74 years of age.

duction a test of character and continuity. Many start but few finish, she said. A strong reason for striving to attain \$250,000 production is not alone the commission on that sum but the fact that success is contagious. Attaining of the goal spurs the agent to set up an even higher objective. There is pride in doing better, she said, and it helps to a realization that the agent is in the right field of endeavor.

### Women Give Tips

The 13 women who replied to the questionnaire gave various practical tips, such as planning the next week's work on Saturday afternoon, dividing the year in working days and the annual quota into daily quotas. Other ideas were to follow new partnerships and corporations, ask for three names with each app, keep accurate daily records, join an app-a-week club, qualify prospects, develop "repeat" policyholders with ambitions and growing incomes.

Improper mental attitude can be combated by setting monthly and weekly goals in excess of quota, by broadening circles of acquaintances and social contacts, by a combined program of social life and hard work.

Sara Frances Jones, Equitable of New York, presided as retiring chairman. Miss Edna Kaufmann, Stumes & Loeb

## Exhaustive Statistical Data on 1935 Operations

Beginning right after the first of the year The National Underwriter will publish its usual complete statistical information covering the business operations of all companies in 1935. This information in itself is worth many times the subscription price of The National Underwriter. If you are not now a regular subscriber, mail the enclosed card today so you can get complete information every week.

general agency Penn Mutual, who regularly pays for over \$250,000, with a top mark of \$400,000, was elected chairman. Miss Helen M. Thomas, Kemp agency, Equitable of New York, was membership chairman and Miss Agnes M. Bruder, chairman of the nominating committee. The division has a large membership and interest of the women is keen. Joy Luidens, secretary Chicago association, was thanked for her organization work. She has devoted much time to the division.

# THE SEASON'S GREETING

... to all Life Men everywhere!

The Midland Mutual  
Life is pleased to  
report substantial  
gains in assets,  
surplus, cash income,  
new paid business  
and total in force  
for the year 1935.

## THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

17 South High Street  
Columbus, Ohio

## NEWS OF THE COMPANIES

### Readjust Capital Structure New Lineup Now Announced

#### North American Life Will Throw a Larger Amount to Surplus to Create More Ballast

At the annual meeting of stockholders of the North American Life of Chicago, Jan. 14, the recommendation of the directors that a change be made in the capital structure will be voted on. It is proposed to reduce the capital of \$1,250,000 to \$500,000 and transfer \$750,000 to surplus, thus putting the company in a stronger position from the surplus standpoint. It is proposed to reduce the par value of 250,000 shares from \$5 to \$2. There is no doubt that the action will be ratified. Other financial institutions including insurance have followed a similar course. Some of the fire and casualty companies have taken action of this kind. The administrative heads of companies realize that there should be a fine balance between capital and surplus especially where a company is expanding and desires to have a stronger financial ballast. The assets, of course, are not reduced in any way. The Illinois department has approved the plan.

#### Financial Status Given

As of Dec. 31, the company had assets of \$12,661,362, its net surplus was \$280,178 and its contingency reserve \$250,000. Therefore the surplus under the new statement will be beyond \$1,000,000. Insurance in force at the end of the year was above \$59,000,000. New business written during the first 11 months was more than 50 percent in excess of the similar period last year, the market value of its bonds have increased and its general financial situation improved. In the field, agents find that companies very often are measured according to their percentage of surplus rather than capital. A company may have a comparatively large capital and its surplus be much lower. Therefore the North American Life people felt that from the standpoint of the agents and the public a smaller capital and larger surplus would add to its prestige.

#### Comment by the President

President E. S. Ashbrook, in commenting on the proposed change says: "Statistical and reporting bureaus, the various state insurance departments, and the field representatives of large eastern companies, take the uniform stand that the strength of a life insurance company is very largely measured by the size of its surplus. In other words, a company with a small capital and a large surplus escapes the criticism which must be faced by a company with a comparatively small surplus even though it may have a very large capital. It therefore follows that the bookkeeping entry of transferring \$750,000 from capital account to surplus account will in itself add immeasurably to the prestige and, therefore, the future success of the North American.

#### Necessary Road to Expansion

"A large surplus is the proper foundation for business expansion. The increase in new business during recent months is all that we could possibly expect, and with the background of a large surplus our company is strategically in a position to continue its intensive campaign of expansion without hesitancy and without fear of criticism.

"This transfer of \$750,000 to surplus account will put our board of directors in a position to pay to stockholders the earned profits as they accrue instead of using them to build up surplus, which would be almost obligatory until we could liquidate at least a substantial part of our real estate holdings. With a large surplus, earnings can very properly be passed on to the stockholders."

#### With Approval of Merger, Several Buffalo Mutual Officials Join Union Mutual of Maine

Policyholders of the Buffalo Mutual Life, having voted to approve the merger of that company into the Union Mutual Life of Portland, Me., announcement is made as to the operating policy of the combined institution.

A. T. Lehman, associate actuary of the Union Mutual Life, for the time being, will function as resident official of the Union Mutual in charge of the Buffalo Mutual Life business.

#### Waggoner With Union

E. P. Waggoner, president of the Buffalo Mutual, becomes associated with the Union Mutual and the report is that he will probably be elected a director. He becomes the resident field director of the Union Mutual for New York state. E. B. Horning, first vice-president and general counsel of the Buffalo Mutual, joins the legal department of the Union Mutual with headquarters in Buffalo.

J. C. Kreinheder, formerly assistant secretary and superintendent of agents of the Buffalo Mutual, has consented to remain with the Union Mutual at least until several important problems are worked out.

H. G. Walton, actuary of the Buffalo Mutual, goes with the Union Mutual as assistant actuary.

The merger gives the Union Mutual a total of \$73,000,000 of insurance in force and assets of about \$22,000,000.

#### Work Out Details

R. E. Irish, second vice-president of the Union Mutual, and Mr. Lehman were the officials representing the Union Mutual in completing all of the details.

Superintendent L. H. Pink of New York has given official approval to the contract, saying: "I have reviewed this contract in detail and am convinced that it is a fair, equitable and workable plan.

"Through this agreement your company," Mr. Pink declared, "will acquire a substantial group of new policyholders. I know that you will treat them as your own and see to it that every right and privilege granted under their contracts will be carried out to the last detail. The record of your company during the 86 years in which it has been authorized to do business in the state of New York assures me that this will be done. For that reason I have not hesitated to approved the agreement."

#### Name Jack Neil Lafayette Life Agency Superintendent

Jack Neil has been appointed superintendent of agents for the Lafayette Life of Lafayette, Ind., and will devote much of his attention to active work in the field. The company heretofore has not engaged in much work of this kind and through Mr. Neil's effort an in-

#### Eastern Mutual Company May Enter Texas Field

One of the old, mutual legal reserve life companies in the east has been surveying the Texas field with the idea of entering that state. It is a company that did not operate in Texas prior to the passage of the Robertson law and accordingly would not have to pay any back taxes upon entering the state.

The Connecticut Mutual Life entered Texas rather recently and has made an impression there.

crease in the productivity of agents is anticipated.

Mr. Neil at one time was a large personal producer for the National Fidelity Life in Kansas City. Later he was taken into the home office of that company as superintendent of agents. Then he served in a similar capacity with the Seaboard Life and later with the Peoples Life of Frankfort, Ind.

In November the Lafayette Life registered the largest production that it has enjoyed since the spring of 1931. There was an increase of 125 percent over the same month a year ago.

#### Aetna Companies Pay Extras

The Aetna Life, Aetna Casualty and Automobile of Hartford have all declared extra dividends as well as the regular quarterly dividends.

The Aetna Life is paying the regular dividend of 15 cents and an extra of 20 cents.

The Aetna Casualty is paying the regular of 50 cents and an extra of \$1.

The Automobile is paying the regular dividend of 25 cents and an extra of 20 cents. All are payable Jan. 2 to stockholders of record Dec. 14.

#### Big Receivership Fees

Federal Judge Wilkerson in Chicago has granted Abel Davis, receiver for the Illinois Life, \$35,000 more in fees, making a total of \$85,000. Fees of \$288,895 have been allowed in the receivership, including \$100,000 to the Chicago law firm of West & Eckhart.

#### Accounting Asked of Officers

LINCOLN, NEB., Dec. 19.—Before a restraining order could be served in the suit instituted by the Cosmopolitan Life of Lincoln to prevent harassment by filing of suits by certain named persons, a suit was instituted by H. T.

Holloway, Erma Witte and H. S. Whaley, asking for an accounting by the company officers of various funds starting at Jan. 1, 1932, and demanding a return to these funds of moneys alleged to have been improperly applied. The accounting asked for deals largely with the special endowment fund set aside to retire thrift certificates. The petition charges that \$107,000, including interest, had been improperly used in paying off retirements in the last four years in excess of the amount proportionately due the certificate-holders, that \$10,000 more had been paid for bonds than the market price, and that \$60,000 of farm mortgages should not have been charged off in 1934. The insurance department has not taken any part in the litigation. A recent examination of the company disclosed its complete solvency, and a surplus of \$95,000. Boiled down the complaints are directed toward the allocation of moneys as between funds. Petitioners' attorney has filed an attorney's lien for 25 percent of recovery.

#### Increase for Old Line

MILWAUKEE, Dec. 19.—With the payment of an extra dividend of 15 cents on its stock, the Old Line Life of America here has brought total disbursements to stockholders this year up to 75 cents, according to M. F. Ryan, treasurer. Four regular quarterly dividends of 15 cents each had been previously paid. For this year dividend payments total \$75,000, compared to \$60,000 in 1934.

#### To Have New Home Office

The Lincoln Liberty Life has purchased a 28-year old building at 11th and "O" streets, Lincoln, Neb., and will use it for its home office after it has been renovated. It is a five story business block. The cost was \$90,000.

## LIFE AGENCY CHANGES

### State Mutual Makes Changes

Gayle Now Richmond General Agent; Sodon Assistant at Pittsburgh, Gettys Named Supervisor

Joseph Y. Gayle has been appointed general agent in Richmond, Va., by the State Mutual Life. Mr. Gayle will assume his new duties on Jan. 2.

Mr. Gayle has had a varied training in sales and executive positions both in this country and abroad. The past seven years he has been in the life insurance business, five of them as field assistant in Virginia for the Travelers and two as Richmond manager for the Acacia.

C. R. Sodon, supervisor of the Pittsburgh office of the State Mutual Life, has become agency assistant in charge of the estate planning department. He will also have charge of brokerage service. E. V. Gettys has been appointed agency supervisor. He joined the company in Pittsburgh in May of last year.

### Floyd Wilson Is Appointed General Agent in St. Louis

Floyd Wilson has been appointed general agent by the Continental Assurance at St. Louis. J. F. Slack, agency supervisor out of the home office, who has been in charge at St. Louis for several months, has returned to the home office and Mr. Wilson is now in charge. He has had about 10 years' life insurance experience, starting at Denver as agent and then supervisor for the Penn Mutual. Later he went to Chicago as supervisor of the Everts Wrenn general agency of the State Mutual, leaving in

1934 to become general agent for that company at Springfield, Mass. Some time ago he resigned to become a broker operating in New York and Boston.

### Hemingway to Kansas City

Franklin W. Hemingway, Monarch Life, Chicago, has been promoted to general agent and manager of the Kansas City branch, covering western Missouri and eastern Kansas. Mr. Hemingway started his insurance career about four years ago with the Equitable of New York and was located in both Baltimore and Chicago for that company before joining the Monarch Life earlier this year. The appointment is effective Feb. 1.

### Montana Life Appointments

The Montana Life has appointed Edward W. Hayes general agent at Cheyenne, Wyo., and Russell T. Longwood, general agent at Bellingham, Wash. Mr. Hayes has been in the life field since 1929 when he joined the Mutual Benefit of New Jersey. Mr. Longwood also entered the field in 1929 on a part time basis, later going into full time production.

### Columbia Life Appointments

The Columbia Life of Cincinnati has announced three Ohio appointments: C. R. Reiter, formerly with the Indianapolis Life, has been made general agent at Akron; J. J. Bahorich, who had been with the Federal Reserve, is the new general agent at Youngstown; J. T. Woods has been made agency supervisor at Cleveland.

### Lewis Joins Yeomen Mutual

Appointment of Harley E. Lewis as general agent for the Yeomen Mutual Life at its Rockford, Ill., office is announced. For 19 years he represented the old Peoria Life in that territory. In joining the Yeomen Mutual Life forces

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he renews a business association with T. H. Young superintendent of agents, as he also was formerly with the Peroria Life.

#### Bankers Life Transfer

L. C. Waring, agency manager for the Bankers Life of Des Moines at St. Louis, will be transferred on Jan. 1 to take charge of the Oklahoma City agency. Mr. Waring succeeds E. W. Marshall, manager since 1919, who has resigned in order to devote his time to personal production.

Mr. Waring has had long experience both in the urban and rural field, and at one time was engaged in field work in Nebraska.

#### T. S. Coleman Has Resigned

The Great-West Life announces the resignation of T. S. Coleman, Michigan state manager for the past 18 years, due to impaired health. For several months past he had carried on his work against doctor's orders.

Mr. Coleman joined the Great-West Life in March 1913, as an agent in Montreal. In January 1916, he was appointed inspector for western Ontario. Four years later, in April, 1920, he became inspector for Ottawa. His promotion to the Michigan managership came in April, 1923. The Michigan branch has been rated the largest producing agency of the company. Its annual business has increased by over \$4,000,000 a year. New premium income during the past five years has gone up by 71 percent.

#### New Hampshire Manager

K. Z. Howland has been appointed district manager in New Hampshire for the Sun Life of Canada. He formerly represented the Metropolitan Life as agent and then assistant manager at Lewiston, Me., for eight years. He has represented the Sun Life as agent for six years with headquarters in that city. His new headquarters will be at the Boston office of the Sun Life, operating New Hampshire from that point.

#### Fearis to San Antonio

V. T. Fearis, who has been manager of the Dallas Acacia Mutual Life agency, has been transferred to San Antonio as manager. Mr. Fearis had served as San Antonio agency manager before going to Dallas.

#### Walker Associate General Agent

Claude C. Walker has been named associate general agent to General Agent D. T. Johns, Pacific Mutual, Los Angeles. The past seven years Mr. Walker has been Los Angeles general agent Columbian National Life. Special attention will be given the Hollywood and Beverly Hills areas.

#### Names L. W. Chulock

L. W. Chulock has been appointed district manager at Maywood, Ill., by the State Life of Indiana. He has been associated with the Rosenblatt agency of the State Life, Chicago, eight years. He is president of the Illinois State School Board Association.

#### Ohio National Names Three

Louis H. Koch has become general agent of the Ohio National Life at Peoria, Ill.

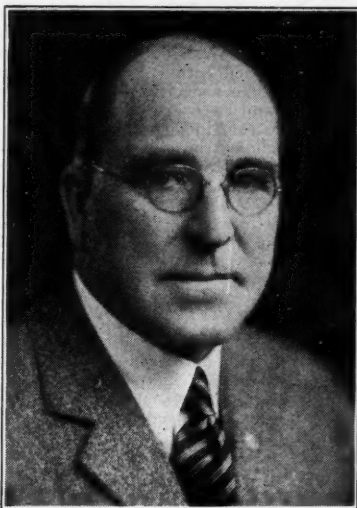
Wallace Maxwell, for the past eight years with the Union Central Life, has been named Seattle general agent of the Ohio National Life.

Freeman J. Durgin has been appointed San Diego general agent Ohio National Life. He was formerly with the John Hancock Mutual, Fidelity Mutual and Reliance Life, and has 24 years' experience.

#### Bingham Is Supervisor

Ernest Bingham, for a number of years associated with the Karl L. Brackett general agency of the John Hancock Mutual at San Francisco and more recently with the New England Mutual

#### Now with Great Northern Life as General Agent



A. W. FRYE

A. W. Frye, Madison, Wis., who becomes southwestern Wisconsin general agent Great Northern Life with headquarters at 502 Insurance building, has spent 35 years in fraternal insurance. He has traveled the country over in connection with organization activities. He assisted in readjusting the Maccabees to a legal reserve basis and he had much to do with the arrangement of the new Maccabees building in Detroit, later with the consolidation and exchange to legal reserve of the Ladies of the Maccabees and with the Maccabees' development of the juvenile department. During the last four years he has been Wisconsin state manager Modern Woodmen, he reorganized the field force and during the last few years his agency has ranked fifth and sixth in comparison with the general agencies of the state. His son, Milo J. Frye, and his brother, J. M. Frye, who have been associated with him for the last four years, join him in his new field.

and General American Life, has been appointed supervisor of agents for the Union Central Life at San Francisco.

#### Eaton Is Ponca City Head

E. E. Eaton has been named general agent at Ponca City, Okla., for the Mid-Continent Life of Oklahoma City.

#### Ohio State Life Names Two

Alex C. Yarborough, Smithfield, N. C., has been appointed general agent by the Ohio State Life. C. E. Darrow, Cedar Rapids, Ia., becomes district manager.

#### Life Agency Notes

U. V. Whipple, Jr., is appointed district manager Volunteer State Life at Cordele, Ga.

The Sun Life of Canada has appointed N. J. Wootton manager for northern Ontario and Quebec, with headquarters in North Bay, Ont. Mr. Wootton has been in charge at Peterborough, Ont.

J. D. Roland has been appointed agency organizer at Albuquerque, N. M., for the Occidental Life of Los Angeles. Mr. Roland was formerly with the Reliance Life, which withdrew from that field.

J. B. and L. S. Thebaud, Buffalo general agents Massachusetts Mutual Life, have appointed W. E. Lennon supervisor of agents in western New York and northern Pennsylvania with headquarters in Olean, N. Y.

Grant Taggart, of the Montana agency of the California-Western States Life, led the entire field at the close of November on the honor roll with a volume of \$320,500. He also led the "Ten-a-Month" club in first place and has 47 consecutive qualifications to his credit.

## To You and Yours This Christmastide

We give health, happiness and comfort for the new year and pledge ourselves to the faithful continuation of our stewardship of service to mankind.

May this Christmas Season be a joyous, happy occasion.



### PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana



### LIFE REINSURANCE EXCLUSIVELY

LAWRENCE M. CATHLES  
PRESIDENT

99 JOHN STREET

NEW YORK CITY

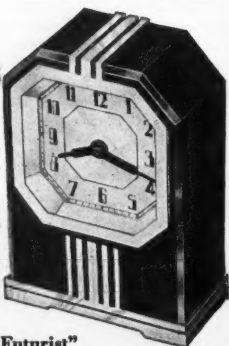
1848

Experienced  
Friendly  
Secure

1935

Union Mutual  
Life Insurance  
Company  
PORTLAND MAINE

MAKE 1936  
YOUR  
BANNER  
YEAR WITH  
THE  
COINSAVER  
CLOCK  
PLAN



"The Futurist"

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**SELLS** ..... Insurance  
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Shows people they CAN pay. Then sees that they DO pay. Clock BUZZES every day and will not shut up until a coin is inserted.

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Fill in and mail today.

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Please send full information about COINSAVER CLOCKS, Clock Plan and ten day trial offer.

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NU6

## AS SEEN FROM CHICAGO

### TO HOLD NYLIC RALLY DEC. 21

The annual Nylic rally of the central department of the New York Life in Chicago will be held the evening of Dec. 21 at the Edgewater Beach hotel. This will be a dinner-dance with R. E. Whitney, inspector of agencies, presiding. Nearly 500 agents qualified in October and November to attend. A feature will be presentation of a handsomely engrossed leather-bound book of testimonial letters to Dr. Harry P. Woley, assistant medical director in charge of the medical department at Chicago, who is completing 40 years with the New York Life. October was dedicated to him in the central department, the agents taking part in a special production effort.

### SALES CONTEST TOTALS \$1,105,125

Applications totaling \$1,105,125 were presented by the agency force to W. M. Houze, general agent of the John Hancock Mutual, at an agency dinner in honor of his 53rd birthday and his 32nd year with the company. The applications were presented by Grant Rhode, agency production leader for the year. Mr. Houze also received a traveling bag. In addition to seven Chicago district managers, the following home office officials attended the dinner: Henry G. Schafer, general agency supervisor, and Frank Keefe of the underwriting department.

### LARGE PRODUCTION FOR GRANT

Agents and brokers of the Insurance Exchange branch of the Continental Assurance in Chicago turned in large one-day production for Manager E. L. Grant of the life department on his birthday. Total written business presented was \$270,824. Manager Grant had been ill and Associate Manager Frank Miles conducted the campaign, for which only four days preparation was made. There were 55 agents and brokers who produced 80 applications for the total. Over \$600,000 has been written in December, the largest month in the branch's history.

### OPPOSITION TO THE CODE

While a number of Cook county state senators were opposed to the Illinois insurance code, in the vote last week it was found that some of the downstate men who had been its proponents changed over and voted against it. It seems that many of the legislators felt that Governor Horner was not warranted in making this one of the features of the call for the special legislature. There were many controversial matters injected into the code. It incurred the displeasure of the fire and casualty companies and some other interests. The local agents and brokers espoused it.

Insurance Director Palmer felt up until a week before the final vote that a sufficient number of senators could be mustered to carry it. A large amount of time, effort and trouble were exerted in getting the code in shape, revising it, having hearings and then further time was taken in discussions before the insurance committees of the two houses. The general impression is that an attempt was made to cover too much ground and this drew too much fire.

### TO REMAIN IN PRESENT PLACE

The home office of the Continental Casualty and Continental Assurance of Chicago will remain in the Standard Oil building at 910 South Michigan avenue in spite of the publicity that the companies received a few months ago when it was announced that the Northwestern University would raze the Austin building at 111 West Jackson boulevard and erect a new structure specially for these

companies. In the negotiations the companies made certain demands which the Northwestern University felt could not be complied with. As time went on it had to make a decision as to what it would do and in order to protect itself it agreed to remain in its present offices. It now occupies the eighth, ninth, tenth and eleventh floors. It has a supply and printing department in the Gunther building on Wabash avenue. That office will be moved to the Standard Oil building and will occupy all the second floor, thus giving the companies five complete floors.

### BROADDUS GIVING MANY TALKS

Lynn S. Broadbudd, manager of the Acacia Mutual in Chicago, has been doing considerable "barnstorming," addressing various associations. His address, "The Balanced Underwriter," given at the Des Moines convention of the National Association of Life Underwriters, has made a hit before local associations. Mr. Broadbudd on his flying trips out of Illinois also has given his talk before Acacia agencies and others. He has made an outstanding record at Chicago in motivating his agents, his methods developing self-motivation through visual appeal. He has just returned from Michigan, where he addressed the Qualified Life Underwriters at Detroit, and also the Acacia Mutual agency of Manager C. S. Rountt and G. E. Lackey's agency of the Massachusetts Mutual.

### STOCK QUOTATIONS GIVEN

The following quotations on life company stock are given by H. W. McKinney of Mathews, Dahlin & Co., Chicago:

	Par	Div.	Bid	Asked
Aetna Life .....	10	.60	34 1/2	35 1/2
Alliance Life .....	1	...	15	17
Bank. Natl. Life .....	10	1.00	15	17
Calif.-West. St. ....	5	...	14 1/2	15 1/2
Central Life, Ill. ....	10	...	2	3
Cent. States Life .....	5	...	2	3
Colonial Life .....	100	10.00	200	250
Colon. Natl. Life .....	100	4.00	95	105
Conn. Genl. Life .....	10	.80	42 1/2	44
Cont. Amer. Life .....	10	1.20	28	31
Cont. Assurance .....	10	2.00	43	45
Farm. & Tr. Life .....	100	10.00	185	205
Federal Life .....	10	...	4	...
Genl. Amer. Life .....	10	...	45	...
Girard Life .....	10	.40	10 1/2	12
Great Nor. Life .....	10	...	7	...
Great South. Life .....	10	2.50	30	32
Life & Cas. ....	2	...	7	8
Life of Va. ....	20	3.00	90	100
Lincoln Natl. ....	10	1.20	34 1/2	35 1/2
Missouri State .....	10	...	7	...
Natl. Life & Ac. ....	10	1.20	40	45
New World Life .....	10	...	7	7 1/2
Northw. National .....	5	...	12	13 1/2
Ohio National .....	10	1.00	22	24
Ohio State Life .....	100	10.00	225	...
Old Line Life .....	10	.60	15	16
Pacific Mutual .....	1	...	14	15
Provident Life .....	10	.80	11	...
St. Louis Mut. Life .....	10	...	5 1/2	6 1/2
Sun Life .....	100	14.00	430	450
Travelers .....	100	16.00	630	640
Union Central .....	20	1.20	35	...
Wisconsin Natl. ....	10	.50	14 1/2	16

### TWO EVENTS IN EDWARDS AGENCY

Two special events are scheduled soon in the Aetna Life general agency of R. S. Edwards in Chicago, the annual Christmas bazaar Dec. 24, and an all day sales congress Jan. 15 at the Sherman hotel with dinner in the penthouse. President M. B. Brainard and Agency Vice-president S. T. Whatley are expected to attend, as they did at a similar affair last year. A. H. Hiatt, assistant superintendent of agencies at the home office and former assistant general agent at Chicago, with Ted Snow, agency assistant and former agent under Mr. Edwards, also will be present. The "Big Ten," an honor club in the agency, is sponsoring both events. A. E. Hicks of Joliet, one of the leading agents, will be toastmaster at the dinner and chairman of the general committee. The Edwards agency this year is showing a 10 percent paid increase and to date has paid for about \$7,700,000.

The Christmas bazaar is an unusual feature, 21 presents being competed for

by the agents. These are displayed in Christmas wrappings for a week or so before Christmas.

### KADYK IN PRIVATE PRACTICE

Assistant Attorney General David J. Kadyk, who has for the past nine years been in charge of insurance affairs in the Illinois attorney general's office, is retiring to become a member of the law firm of Lord, Lloyd & Bissell of Chicago. John S. Lord of that firm is attorney-in-fact for London Lloyds and is counsel for many of the London underwriters. The law firm specializes in insurance. Mr. Kadyk has become well known to insurance people and has gained an insight into insurance affairs. He has been in the office of the attorney general for 11 years. He is a native of Aledo, Ill.

### SUPERVISORS ENTERTAIN MANAGERS

Many Chicago general agents and managers turned out for the annual dinner of the Life Agency Supervisors of that city at which were present I. B. Jacobs, president Chicago Association of Life Underwriters, and Frederick Bruchholz, chairman of the general agents' and managers' division. H. D. Hoffman, vice-president of the club, presided and installed Talmaze Smith, the newly elected president. Following a brief report by Mr. Jacobs and C. B. Stumes of Stumes & Loeb, general agents Penn Mutual and chairman legis-

Merry  
Christmas!

To Pan-American Fieldmen  
—and to other Life Under-  
writers throughout the United  
States — greetings and good  
wishes for a joyous Christmas  
and for prosperity throughout  
the coming year.

For Agency information address  
**THEODORE M. SIMMONS**  
Manager United States Agencies



**PAN-AMERICAN  
LIFE INSURANCE  
COMPANY**

NEW ORLEANS U.S.A.

CRAWFORD H. ELLIS, President  
EDW. G. SIMMONS, Vice Pres. & Gen. Mgr.



relative committee of the Chicago association, on the killing of the insurance code and passage of separate qualification bill in the senate that was lifted bodily from the code. Mr. Smith promised support of the supervisors' club in securing passage of the qualification measure in the house. Mr. Jacobs also noticed the advanced life underwriting course sponsored by the Chicago association to be started Jan. 13 and continue to March 30. Mr. Hoffman reported there are 52 members in the club representing 24 companies, 13 being C. L. U. degree holders. Moy Madigan, Connecticut General, made a hit with a running fire of witticisms at the expense of general agents and managers present.

## AGENCY MANAGEMENT

### Managers Take Own Medicine

**Inquiry at Atlanta Club Dinner Shows \$1,365,000 in Force on Lives of 23 Men Present**

A demonstration of the average life insurance agent's confidence in the institution as an economic shock absorber not only for the public at large but for himself, was given at a dinner for the Atlanta Life Managers Club at which H. I. Davis, general agent Massachusetts Mutual, was host. Inquiry disclosed that the 23 agents present had \$1,365,728 in force on their own lives, an average of about \$60,000.

The questionnaire showed that the agencies represented by the managers at the dinner were paying for life insurance in Georgia at the rate of \$59,550,000 annually; that these agencies had in force in the state \$693,340,000, and that assets of their companies totaled \$18,909,500,000 of the approximately \$22,000,000,000 assets of all legal reserve companies in this country.

R. J. Guinn pointed out that life insurance is a great cooperative movement and that everyone directly connected, or indirectly as a policyholder, benefits from its service. The policyholder and beneficiary profit through its purchase and use; the agent and clerical personnel of agencies live and support their families by their efforts; the head office executive and clerical forces do the same thing. L. E. Allen said field personnel is improved and predicted further improvement to come. Harry Adams and R. L. Cooney, who has been in life insurance work over a half century, stressed the tendency of the public to purchase life insurance on the basis of actual needs rather than net cost.

### Reliance Life Managers to Confer in Chicago Jan. 6-8

Managers of the Reliance Life throughout the country will gather at the Edgewater Beach hotel, Chicago, Jan. 6-8, for their annual conference with home office officials. Many of the officers and department heads will attend, it being expected that Executive Vice-president J. N. Jamison will head the delegation. For several years the meetings have been held at Edgewater Gulf, Miss.

### Los Angeles Managers Elect

At the annual meeting of the Life Insurance Managers' Association of Los Angeles, W. K. Murphy, general agent Northwestern Mutual, chairman nominating committee, submitted the following names of officers and directors, unanimously elected: President J. H. Cowles, general agent Provident Mutual; vice-president, W. T. Shepard, general agent Lincoln National; secretary-treasurer, L. A. Soper, manager Phoenix Mutual. Directors: A. A. Dewar, manager Equitable of New York, and R. L. Hoghe, manager Equitable of Iowa; holdovers are R. R. Roberts, general agent State Mutual and I. H. Russell, manager home office agency Pacific Mutual.

### Eckenrode Heads Managers

E. R. Eckenrode has been elected president of the managers group of the Life Underwriters Association of Harrisburg, Pa. Richard Meyer is vice-president and T. J. Sullivan is secretary.

### Agency Contests Discussed

**San Antonio Managers' Round Table Brings Out Pertinent Points, Both for and Against**

D. J. Farrell was guest speaker of the San Antonio Life Managers' Club, using "Agency Contests" as a theme. He conducted a round table discussion of the problems involved in contests and the various devices which may be employed to make contests effective.

Contests are responsible for: Stimulation of activity among the agency force, writing of an extra volume of business, and stimulation of prospecting and closing among younger or newer members of an agency.

The arguments against contests were given as the reaction coming after a production contest and the disappointment of those who do not win. In answer to these arguments, it was suggested that an activity contest might follow a production contest or that a new prospecting plan might be tied into the production contests so that the agents would not exhaust their list of prospects as a result of such a contest. A drawing for prizes might be used occasionally to give the small producer a reward, or a quota basis put into effect, based on the record of producers in the lower bracket so that they might have an equal opportunity with the larger producers to win recognition of achievement.

## NEW YORK NEWS

### SHIRLEY TEMPLE'S INSURANCE

The Twentieth Century-Fox Film Corporation is seeking a large amount of life insurance on Shirley Temple, 7½-year old movie star. The amount sought is reported as being as high as \$2,000,000, ordinary life and endowment at 65. It is understood that term insurance would have been asked for but companies will not issue it at so young an age.

\* \* \*

### GARDINER NAMED FOR PRESIDENT

Harry Gardiner, general agent of the John Hancock in New York City, has been nominated for president of the Life Managers Association of Greater New York; Walter E. Barton, president C. B. Knight general agency Union Central, for vice-president, and C. L. McMillen, general agent Northwestern Mutual, secretary-treasurer. Committee chairmen nominated are: Membership, Arthur Schmidt, New England Mutual; twisting, F. W. Pennell, general agent State Mutual; rebating, H. F. Gary; misleading comparisons, H. L. Wofford, manager Prudential, and proselyting of agents, T. G. Murrell, manager Connecticut General. J. S. Myrick, manager Mutual Life of New York, was chairman of the nominating committee, which included Gerald Eubank, Shepard Homans, Lloyd Patterson and K. A. Luther. E. W. Allen, New England Mutual, is president and Mr. Gardiner vice-president of the association.

### Callow at Memphis

Lewis C. Callow has been appointed Memphis, Tenn., manager for the General American Life. He was formerly in agency work for a Pacific coast company in Tulsa, Okla.

# AMERICAN CENTRAL LIFE

**INSURANCE  
COMPANY**

ESTABLISHED 1899

**INDIANAPOLIS, INDIANA**

● All modern forms of Life Insurance and Annuity contracts are written, either on an annual or single premium basis. Annuities include Retirement Income, Elective (Deferred), Joint and Survivor, Refund, and Survivorship—one for any type of prospect, in short.

## Opportunity for managers in Desirable Territory

FOR qualified men there is a liberal and profitable manager's contract. The men chosen will work under the direct supervision and assistance of the Home Office. They will be given every possible help to insure their success with this strong 30 year old company.

This company writes all complete and modern forms of life insurance at a low net cost. Policies include participating, non-participating, disability and double indemnity.

*If you are interested in a manager's contract that offers a real opportunity write*

**S. M. Cross, President  
Columbia Life Insurance Co.  
Cincinnati, Ohio**

## NEWS OF LIFE ASSOCIATIONS

### Gantz Speaks at Cleveland

**Pacific Mutual General Agent Gives Rousing Talk; Changes in Association Staff**

J. M. Gantz, general agent Pacific Mutual, Cincinnati, gave "Observations of a Salesman Who Lets Them Buy" at a meeting of the Cleveland association. Too many agents, he said, talk about themselves, their ambitions, their policies, and not about the prospect and his needs. He suggested agents get back to fundamentals and find out why people buy life insurance.

"We make life insurance too difficult," he said. "Many salesmen try to get over the wall when the gate is open. Men want economic security and you represent the only institution which can supply it. But you must sell it on the basis on which they buy."

All men are sentimental, he said, and the group which fails to react to a common formula is too small to consider. Mr. Gantz said agents could hardly be proud of their record. They had the only product fit to buy in 1931-1935, but starting with an 8 percent increase the first of the year they now show a 6 percent decrease.

#### Officials Are Elected

President Eugene Fisher paid tribute to W. H. Saitta, former vice-president, who was transferred to Baltimore by the Metropolitan. As chairman of the membership committee he boosted the roll to the highest point ever attained.

At a meeting of the board George Schurmacher, second vice-president, was elevated to first vice-president. W. F. Hoover, member of the board, was elected second vice-president and chairman membership committee. E. F. Satalia was named to fill Mr. Hoover's place on the board.

Delos Walker, associate editor "Liberty," will speak at the Jan. 17 meeting.

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### Sees Social Security Act as Aid to Insurance Agent

Life insurance will be helped by the operations of the social security act if agents will familiarize themselves with the law and interpret it correctly to their clients, members of the Richmond Association of Life Underwriters were informed by R. G. Richards, agency secretary of the Atlantic Life, at a luncheon meeting.

Mr. Richards listed what he regarded as the advantages of life insurance, compared with the provisions of the old age benefits section of the act, these being: the death benefits provided by the law are low; the amount of the retirement income is uncertain; few men will receive an income of as much as \$70 a month; no cash values are provided; and there are no guarantees afforded under the federal statute.

He emphasized that the agent will have no difficulty in finding prospects as the law covers only 25,000,000 gainful workers, with over 9,000,000 employees exempted by its terms, and leaves entirely outside of its scope over 12,000,000 professional and business men and women who will have to make their own provisions for retirement. In addition, he stated there should be a great market for the sale of insurance and retirement income policies to millions of housewives and youngsters who do not come under the act.

Those covered under the law, Mr. Richards said, will be "led to purchase more and more insurance for protection of families, and will also wish to pur-

chase more endowment and retirement income insurance to supplement their government benefits, also to permit them to retire at an earlier age than 65."

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**Birmingham**—The Atlanta association put on the program for the Birmingham association, repaying a visit Birmingham agents made to Atlanta last month. About 200 Birmingham agents were present. E. A. Raughley, Birmingham, president, introduced M. O. Nix, Atlanta president, who introduced:

W. Stanton Hale, manager of north Georgia Fidelity Mutual, who gave a "Guaranteed Formula for Success"; Henry M. Powell, State Mutual Life, whose subject was "It Can Be Done," and Julian Boehm, Union Central, who gave "Some Interesting Data." Mr. Nix also introduced George W. Butler, and N. Baxter Maddox, who made the trip.

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**Boston**—The following officers and executive committee have been elected for next year:

President, C. W. Wyatt, John Hancock; first vice-president, Manuel Camps, Jr., Penn Mutual; second vice-president, W. N. Watson, Connecticut Mutual; secretary-treasurer, G. P. Smith, New York Life; executive committee, P. J. Craffey, Metropolitan Life; A. C. Deering, Mutual Life of New York; F. E. A. Goodwin, Northwestern Mutual; C. G. Seward, Massachusetts Mutual; W. A. Swett, Provident Mutual; Fitzhugh Traylor, Equitable Life of New York; W. L. Wadsworth, New England Mutual Life, and M. E. Watson, Boit, Dalton, Church & Hamilton.

These officers will have charge of arranging for the National association's convention in Boston next year. The membership is now 526, but an effort will be made to increase the number in view of the convention. James A. Griffin, assistant agency manager Phoenix Mutual Life, spoke on the topic "Keys Which Unlock Hidden Power."

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**Bridgeport, Conn.**—Elimination of part time agents as planned by some of the companies, effective Jan. 1, was discussed by Lester O. Schriver, president National association. Mr. Schriver was presented a gavel by S. J. Lonsdale, association president.

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**Champaign County, Ill.**—The monthly meeting was addressed by L. P. Livengood, general agent, Danville, Ill., Minnesota Mutual. Herbert Hendricks, manager Equitable of Iowa at Decatur, was a guest. Mr. Livengood gave a practical exposition of solicitation on the retirement income plan which he used in his agency with success. The association plans for 1936, as to speakers and increase in membership, were discussed.

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**St. Louis**—H. T. Hampe has been elected president; L. Strongin, vice-president; E. W. Egan, secretary; A. N. Carlson, treasurer; S. M. Burpee, national committeeman, and W. E. Brake, S. Fockler, C. R. Garrett, W. W. Frye and Ira Nelson, directors. Billy B. Van, former vaudeville artist and a humorist, spoke.

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**St. Louis**—The value of a definite system in planning and carrying through life insurance solicitation was stressed by E. L. Weimer, John Hancock Mutual agent, Marion, O., in his address, "What It Takes to Become a Consistent Producer." He regards advance preparation as the most effective method in writing business, saying that a good sales presentation is of little value unless backed up by good prospecting. He said that an agent should prospect as earnestly as if it were the only job he had to do. With proper prospecting, an agent may write a greater volume with less effort.

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**Fort Dodge, Ia.**—L. L. Mackey has been named president to succeed Bernard O'Leary. Other officers are C. G. Blink, vice-president; F. B. McTigue, secretary, and Tom Lilly, treasurer.

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**Saginaw, Mich.**—R. O. Varnum, district sales manager Michigan Bell Telephone Company, said training methods in the telephone business were similar to life insurance methods because both are en-

gaged in selling a service. W. R. Howson, president, presided.

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**San Bernardino, Cal.**—The southern California caravan of the Los Angeles association will hold its meeting Dec. 20 at San Bernardino, where a new association is being formed. This will be the first formal meeting of the organization and Thayer Cline, of the Equitable Life of New York, will preside as chairman. On Dec. 21 the caravan will hold a meeting at Pasadena.

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**Omaha**—Harold J. Cummings, vice-president Minnesota Mutual Life, will speak this week.

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**Bloomington, Ill.**—Ralph Nelson, Northwestern Mutual, was elected president of the newly-organized association; Ralph R. Mills, Equitable of New York, vice-president and Elmer L. Bender, Mutual Life of New York, secretary-treasurer. The directors will include Archie Koon, Equitable of New York; A. E. McNeely, Arnold Berg, Equitable of Iowa; Tom O'Haver, Equitable of Iowa; Fred Barrett, Northwestern Mutual, and Wilmer T. Rinehart, New York Life.

New officers will be installed Jan. 16 by officers of the National association.

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**Freeport, Ill.**—About 20 life agents have organized a local association with the following officers: President, Dave Hardie, Northwestern Mutual; vice-president, H. B. Nelson, Northwestern National; secretary, S. J. Fijan, Metropolitan Life; treasurer, Dawn Smith, Travelers, and two directors, Miss Doris Engle, New York Life, and Ralph Hermann, Penn Mutual.

Out of town representatives attended the meeting from associations in Chicago, Joliet, Aurora, Elgin, Rockford and Peoria. J. M. McClenighan, president of the Illinois association, presided at the meeting with the principal address given by Alexander E. Patterson, Chicago, general agent Penn Mutual.

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**Harrisburg, Pa.**—Vaughn Chambers, general agent of the National Life of Vermont, gave a talk on "Approaching a New Production Year—So What?" He discussed work habits, study plans, personal financing. S. L. Rice, president of the association, presided.

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**Evansville, Ind.**—J. R. Duncan, retired retail merchant, spoke on "Phases of the Townsend Plan." An open forum followed the address.

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**Lincoln, Neb.**—E. N. VanHorne, president Continental National bank, who earlier in his career was an agent, said companies should concentrate on selling income at 65 because the discussion of social security and the enactment of the social security law by the government had centered attention on the need of old age independence. Not until companies demanded and received similar protection given the banks from the promoter and speculator engaged in the organization of life companies, he said, would they and the insurance buying public be properly protected.

## C.L.U. NEWS

### INTERESTS AGENTS IN DEGREE

**PHILADELPHIA, Dec. 19.**—The Philadelphia Association of Life Underwriters, inaugurating a movement to sell the C. L. U. degree to agents has asked managers to submit names of qualified agents to take the course and examinations. Managers will give a luncheon Jan. 6 for the agents selected and will endeavor to interest them. Dr. S. S. Huebner, Dr. David McCahan and Irving Bendiner, Wharton School, University of Pennsylvania, will conduct a C. L. U. review course which will get under way Jan. 16.

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### INSTITUTES WEEKLY CLASS

L. C. Mersfelder, Oklahoma State agent Kansas City Life, has instituted a C. L. U. course for his agency with classes conducted at a noon meeting each Saturday. The course is available to anyone in the agency and requires two hours a week. Classes will be continued throughout the year.

## CONVENTIONS

### Great Southern Agents in Convention at Houston, Tex.

The annual agents convention of the Great Southern Life was held in Houston with some 300 attending.

Two themes were centers of discussion at the convention. Results in 1935 were reviewed and the sales plan revised for the new campaign to start in January. New policies were announced, and a new rate book is being prepared. There will be a meeting Dec. 27 of agency forces at central points, such as Nashville, Oklahoma City, Baton Rouge, Houston, Dallas and San Antonio, to hear an address by President E. P. Greenwood over long distance telephone hook-up. He will tell plans for 1936.

### Yeomen Mutual St. Louis Rally

Home office officials of the Yeomen Mutual Life held a district sales meeting in St. Louis this week, celebrating the successful campaign conducted by the Herbert Samel agency.

Mr. Samel is doing a most effective job and as a result, Secretary G. F. Wall, Dr. Mountain, medical director, Arthur Larsen, actuary and T. H. Young, superintendent of agents, were guests at the meeting. Tom K. Smith, president of the Boatmen's National Bank, addressed the meeting.

### Southwestern Life Convention

With over 500 agents and home office men attending the Southwestern Life convention at Houston, production plans were checked and plans for next year outlined. The company operates exclusively in Texas.

Jack Grantham, supervisor Houston agency, was host to the convention.

President C. F. O'Donnell discussed company affairs and awarded production prizes. Roger Killough, Eagle Lake, president Southwestern Life Club, spoke.

### Producers Awarded Sea Trip

Members of the Master Producers Club of the Bankers National Life of Montclair, N. J., will sail on the "Queen of Bermuda" from New York on Jan. 23 for a nine day trip to Bermuda, Nassau and Havana. They will return to New York on Feb. 3. The trip will be a double celebration because of the fact that the Bankers National Life has completed the most successful production year in its existence.

### Convention Notes

Iowa agents of the Peoples Life of Frankfort, Ind., will meet in Des Moines Dec. 30 for a sales conference. General agents will attend a round table at the morning session. An organization meeting in the afternoon, following a luncheon, will be addressed by F. R. Geneva, advertising manager of the "Register & Tribune." E. O. Burget, president, will be host to the agents at a dinner.

At the meeting of the Los Angeles agency of the Equitable Life of Iowa, R. L. Hogue, manager, and Verne Whitnah discussed settlement options, and District Manager Lester Roscoe talked on prospecting and his observations during his 17 months as field supervisor at the home office. For November the Hogue agency was eleventh in the field in new insurance. To date this year the agency has paid for a volume equal to the amount for the entire year of 1934.

### Gives Advice on Publicity

TORONTO, Dec. 19.—Some pointers on publicity were given the Life Insurance Advertisers' Association of Canada at a meeting here by Frank B. Houser, financial editor of the Toronto "Daily Star." He stated that in order to secure adequate publicity for legitimate news of a company, there must be news value, space available, and sufficient time. Copy must contain news, be boiled down to the essence, and be submitted in ample time to permit of proper consideration.



## WITH INDUSTRIAL OFFICES

### Announce Prudential Changes

**Shifts Are Made in the Home Office Personnel Affecting Some Well Known Men**

A number of important changes in the assignment of home office personnel have been announced by the Prudential.

W. M. Hopper, manager of Division J, which covers Chicago and territory nearby, has been assigned to special work in the production end of the business under the supervision of Vice-president H. B. Sutphen. He will be succeeded by Clarence Barton, of Division H, which includes a large section of upstate New York. Manager Barton will be succeeded by Alfred Wiedman, assistant manager of Division B, who is promoted to his new position.

Associate Division Manager C. I. Linnell is assigned to Division L, while John Ray, assistant manager of that division, is transferred in the same capacity to Division B. This latter territory includes Brooklyn and Long Island.

K. H. Haines, chief clerk of Division E, becomes assistant manager of Division L. Division L embraces middle-western territory including districts in Colorado, Kansas and Missouri.

A new St. Louis district, sixth in that city, under Superintendent G. M. Martin, formerly at Danville, Ill., has been opened in the Insurance Exchange.

A New York office will be located at 478 East Tremont avenue and will be in charge of Benjamin Zuckerman. Superintendent Zuckerman has been promoted from the rank of assistant superintendent in the New York No. 11 district.

E. G. Hollenbacher, vice-president Pontiac Life Underwriters Association and Prudential superintendent, Pontiac, Mich., will open a new Detroit district for the Prudential with offices in the Stormfultz-Lovely building.

### Metropolitan Life Making New Manager Assignments

The following changes in Metropolitan Life manager assignments are being made this month: Allan T. Wood, manager at Calais, Me., becomes manager in the Mystic district, Boston, succeeding Peter Gill who goes to Calais. T. H. Murphy, manager at Framingham, Mass., goes to St. Johnsbury, Vt., as manager. W. H. Nolet, manager at the latter place goes to one of the Worcester, Mass. offices as manager. Manager Charles Early, Worcester, goes to Framingham. Assistant Manager George Neitlich is promoted to become manager of the Fenway district in Boston.

E. A. Robinson, for many years Metropolitan Life manager at Newton, Mass., has retired. W. V. Hawkes, now manager at Bridgeport, succeeds him. Other changes in New England include exchange of places between Manager M. J. Yanosy at Danbury and D. J. McIntire, 90 Warren street, Boston, the transfer of Manager R. E. Shepard of Fall River to Bridgeport and the appointment of George Gallagher, a supervisor, to become manager at Fall River succeeding Mr. Shepard.

H. L. Spear, a Cincinnati manager, has been transferred to Bridgeport to succeed Mr. Hawkes.

Walter H. Saitta, manager of the Lakewood, O., office of Metropolitan Life, has been transferred to Baltimore to head a larger office there.

● Say Merry Christmas with a National Underwriter subscription—Use the enclosed card! Mail it right now!

### Several Promotions Made

**National Life & Accident Names C. E. Howard, Supervisor; New Detroit and Chicago Districts**

C. E. Howard has been appointed supervisor in the northern territory by the National Life & Accident, associated with W. T. York, having supervision over 10 states. Mr. Howard succeeds C. C. Koehler, now manager Detroit 1. Mr. Howard, who was formerly superintendent Louisville 2, has been with the company since 1928. A number of changes have been made in the Detroit and Chicago offices. F. G. Flood has been made manager of the new Detroit 4 district, promoted from superintendent Detroit 2. H. Fink is promoted from superintendent to manage Detroit 2. C. E. Ford is superintendent Detroit 3, promoted from agent. N. P. Brown, superintendent Detroit 3, is transferred and promoted to manager of the new Chicago 4 district. He has been with the company three years. J. B. Middleton and C. C. Zurick have been made superintendents Chicago 3. S. Hemmingren is superintendent Chicago 4.

### Lincoln L. & A.'s 1936 Plan

President P. K. Smith of the Lincoln Life & Accident of Oklahoma City announces that its program for next year includes the forming of new districts and new staffs. It is closing a very successful year. President Smith states that on the whole the company's debits are in good condition.

N. B. Hedges of Ardmore, Okla., has been appointed field superintendent of the Lincoln Life & Accident at that city.

### Western & Southern Promotions

Western & Southern Life announces the following promotions:

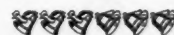
W. L. Schwochow, agent at Findlay, O., promoted to superintendent at Lima, O. Earl R. Burke, agent at Youngstown O., promoted to superintendent at Dayton, O. A. H. Asche, agent at Portsmouth, promoted to superintendent at Indianapolis. H. C. Vollman, agent at Chicago-North Shore, promoted to superintendent at Chicago-North Shore. Bernard O'Halloran, agent at Chicago-West, promoted to superintendent at Chicago-West. Axel B. Sundell, superintendent at Chicago-Humboldt, promoted to manager at St. Louis-West. W. H. Siemer, superintendent at Piqua, O., promoted to manager at Peoria, Ill. John J. Ring, agent at Chicago-Humboldt, promoted to superintendent at Chicago-Humboldt. H. F. Cunningham, agent at Piqua, O., promoted to superintendent at Piqua. John J. Dinello, agent at Beaver Falls, Pa., promoted to superintendent at Pittsburgh-North. W. V. Blackard, agent at Peoria, Ill., promoted to superintendent at Peoria. A. C. Herbst, agent at Detroit-Grand River, superintendent at Indianapolis.

### Clarifies Ohio Ruling

Raymond Rhoads, assistant superintendent Ohio department, addressed Cleveland insurance organizations on "Developments Concerning Examinations for Licenses." Office help may refer prospects to a licensed agent or solicitor, since the present law strictly forbids unlicensed help from writing policies, or collecting premiums. He recommended that employees contacting the public take out solicitor's licenses. However, office help is not prohibited from giving out information.

Only fire and casualty licenses have been issued to date, but within 30 to 60 days, all solicitors and agents will be examined. Accident and health questions will be incorporated in life examinations, Mr. Rhoads stated.

*Here's wishing you  
A Merry Christmas  
and  
A Joyous New Year*



## BANKERS LIFE INSURANCE COMPANY of NEBRASKA

HOME OFFICE

Since 1887

LINCOLN, NEBR.

§ § § § § § § [No. 12 of 12 new 1935 Sales Aids] § § § § § § §

### Any Selling Problems This Morning? Our Agency Committee Meets Every Day

Southland agents know that their problems get the attention of a sales-minded meeting that is first-order-of-business in the Home Office every morning. The principal executives of the Company comprise this committee. These executives realize that the agency is the heart of the Company.

If you like Southland Life policies, and are interested in discussing a connection, write to First Vice-President Clarence E. Linz, or Vice-President and Agency Manager, Col. Wm. E. Talbot.

### Southland Life Insurance Company

HARRY L. SEAY, President

HOME OFFICE . . . . . DALLAS, TEXAS

NEW JERSEY

NEW YORK

### INDUSTRIAL—INTERMEDIATE

## The Colonial Life Insurance Company

OF AMERICA

HOME OFFICE—JERSEY CITY, NEW JERSEY

### Ordinary — Group

"A Good Company To Represent  
—Represent a Good Company"

PENNSYLVANIA

CONNECTICUT

# NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

## Provident Mutual New Rates

Single Premium Annuity Scale Is Higher, Cash Refund Contract Is Discontinued

Further increase in single premium annuity rates in effect Dec. 14 is announced by President M. A. Linton of the Provident Mutual Life. Illustrative monthly annuities payable under the special life annuity option in life policies if the present annuity rates are in effect when proceeds are placed under the option also are shown.

President Linton said, "In common with the action taken by many other companies, the cash refund annuity is withdrawn from further sale. Owing to the abnormal investment conditions the company is not in a position to permit a drive for annuity business."

The return under the life annuity option is changed to conform to the new annuity rate basis. In the table below the annuity considerations are given per \$100 of annual annuity income payment and the return on the life annuity option is shown on the basis of \$10,000 proceeds.

### New Annuity Rates

Age	Life Ann.	Instal. Refund	Age	Life Ann.	Instal. Refund
25	2,408.40	2,516.70	55	1,448.50	1,681.90
26	2,384.10	2,494.60	56	1,410.70	1,649.60
27	2,359.10	2,472.00	57	1,372.80	1,617.00
28	2,333.60	2,449.00	58	1,334.80	1,584.00
29	2,307.50	2,425.60	59	1,296.80	1,551.00
30	2,280.90	2,401.60	60	1,258.90	1,518.00
31	2,253.80	2,377.40	61	1,221.10	1,486.40
32	2,226.20	2,352.60	62	1,183.30	1,454.00
33	2,197.50	2,327.50	63	1,145.80	1,421.00
34	2,168.50	2,301.80	64	1,108.40	1,388.00
35	2,139.00	2,275.80	65	1,071.40	1,355.00
36	2,108.90	2,249.40	66	1,034.60	1,322.00
37	2,078.20	2,222.60	67	998.20	1,289.00
38	2,047.10	2,195.30	68	962.20	1,256.00
39	2,015.50	2,167.80	69	926.60	1,223.00
40	1,983.10	2,139.80	70	891.50	1,190.00
41	1,950.30	2,111.30	71	856.90	1,157.00
42	1,917.10	2,082.60	72	822.90	1,124.00
43	1,883.30	2,053.60	73	788.50	1,091.00
44	1,849.10	2,024.10	74	753.70	1,058.00
45	1,814.40	1,994.30	75	718.50	1,025.00
46	1,779.30	1,964.30	76	682.90	992.00
47	1,743.80	1,933.90	77	647.20	959.00
48	1,707.90	1,903.10	78	611.20	926.00
49	1,671.70	1,872.30	79	575.00	893.00
50	1,635.10	1,841.10	80	538.60	860.00
51	1,598.30	1,809.60	81	502.00	827.00
52	1,561.20	1,778.00	82	465.40	794.00
53	1,523.80	1,746.20	83	428.60	761.00
54	1,486.20	1,714.00	84	391.60	728.00
			85	354.40	695.00

### Special Option Payments

Age	Male	Female	Age	Male	Female	Age	Male	Female
25	339.60	339.60	55	61.60	61.60	85	170.80	170.80
26	345.00	345.00	56	62.90	62.90			
27	350.40	350.40	57	64.30	64.30			
28	355.80	355.80	58	65.70	65.70			
29	361.20	361.20	59	67.10	67.10			
30	366.60	366.60	60	68.50	68.50			
31	372.00	372.00	61	69.90	69.90			
32	377.40	377.40	62	71.30	71.30			
33	382.80	382.80	63	72.70	72.70			
34	388.20	388.20	64	74.10	74.10			
35	393.60	393.60	65	75.50	75.50			
36	399.00	399.00	66	76.90	76.90			
37	404.40	404.40	67	78.30	78.30			
38	409.80	409.80	68	79.70	79.70			
39	415.20	415.20	69	81.10	81.10			
40	420.60	420.60	70	82.50	82.50			
41	426.00	426.00	71	83.90	83.90			
42	431.40	431.40	72	85.30	85.30			
43	436.80	436.80	73	86.70	86.70			
44	442.20	442.20	74	88.10	88.10			
45	447.60	447.60	75	89.50	89.50			
46	453.00	453.00	76	90.90	90.90			
47	458.40	458.40	77	92.30	92.30			
48	463.80	463.80	78	93.70	93.70			
49	469.20	469.20	79	95.10	95.10			
50	474.60	474.60	80	96.50	96.50			
51	480.00	480.00	81	97.90	97.90			
52	485.40	485.40	82	99.30	99.30			
53	490.80	490.80	83	100.70	100.70			
54	496.20	496.20	84	102.10	102.10			
55	501.60	501.60	85	103.50	103.50			

## Dividend Plan of Canada Life

Regular Scale and Special Scale on Annual Dividend Policies Issued Prior to May, 1934, Continued

The Canada Life is continuing for the first six months of 1936 the present regular dividend scale, also the present scale of special dividends, on annual dividend life policies issued prior to May, 1934.

For annual dividend policies issued after May 1, 1934, and at lower premium rates than those issued previously, the dividends payable during the first six months of 1936, that is, at the end of the second year for several popular plans, are shown in the table below for every fifth age and on the regular plans. The company is not projecting the scale beyond the second year.

The total rate of interest on dividends and proceeds of policies left on deposit with the company will be 3½ percent where any excess interest payments become payable during the first six months of 1936.

Age	Ord. Life	20 P. Life	30 P. Life	Age	Ord. Life	20 P. Life	30 P. Life
10	\$6.14	\$1.03	\$6.38	10	\$6.14	\$1.03	\$6.38
15	5.50	1.00	5.71	15	5.50	1.00	5.71
20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
65	1.83	1.24	1.85	65	1.83	1.24	1.85

Age	Ord. Life	20 P. Life	30 P. Life	Age	Ord. Life	20 P. Life	30 P. Life
10	\$6.20	\$1.04	\$6.44	10	\$6.20	\$1.04	\$6.44
15	5.50	1.00	5.71	15	5.50	1.00	5.71
20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
65	1.83	1.24	1.85	65	1.83	1.24	1.85

Age	Ord. Life	20 P. Life	30 P. Life	Age	Ord. Life	20 P. Life	30 P. Life
10	\$6.20	\$1.04	\$6.44	10	\$6.20	\$1.04	\$6.44
15	5.50	1.00	5.71	15	5.50	1.00	5.71
20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
65	1.83	1.24	1.85	65	1.83	1.24	1.85

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20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
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20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
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20	4.91	1.05	5.10	20	4.91	1.05	5.10
25	4.33	1.00	4.51	25	4.33	1.00	4.51
30	3.86	1.07	4.04	30	3.86	1.07	4.04
35	3.38	1.08	3.54	35	3.38	1.08	3.54
40	2.98	1.10	3.09	40	2.98	1.10	3.09
45	2.64	1.12	2.73	45	2.64	1.12	2.73
50	2.35	1.14	2.41	50	2.35	1.14	2.41
55	2.13	1.17	2.17	55	2.13	1.17	2.17
60	1.96	1.20	1.99	60	1.96	1.20	1.99
65	1.83	1.24	1.85	65	1.83	1.24	1.85

Changes Effective Jan. 1			
			47.....
			48.....
			49.....
number of companies have an			50.....
			51.....



15 percent greater than the amount paid in 1935 on all annual dividend policies and on that portion of deferred dividends applicable to 1936.

### Provident L. & A. Has New Rate Scale Effective Jan. 1

The Provident Life & Accident is issuing a new rate book effective Jan. 1 and is liberalizing methods of collecting interest on loans. The new rates are increased slightly throughout with some few exceptions at extreme young and old ages. Surrender values are revised for the first 10 years under life plans and for first 20 years under endowments. Policy loans will have initial interest payments deducted in advance but thereafter interest will be collected in arrears.

Double protection has been substituted for "model protection" as the name of a contract under which the premium during the first 10 years is one-half that for later years. The new rates on some forms per \$1,000 are:

Age	Select Risk O. L.	End. 85.	20 P. End. 85.	Double Prot. 10 Yr. Term	5 Yr. Term
15.....	\$12.20	\$12.61	\$20.20	.....	.....
20.....	13.48	13.99	21.80	\$16.04	\$ 7.94
25.....	15.10	15.74	23.74	18.59	8.24
30.....	17.19	18.04	26.30	21.15	8.43
35.....	20.06	21.35	29.66	24.62	9.06
40.....	24.26	25.46	33.89	29.49	10.60
45.....	29.85	31.14	39.22	36.94	13.46
50.....	37.27	38.82	46.05	47.59	18.26
55.....	47.17	49.79	54.99	63.03	25.85
60.....	60.81	64.71	67.14	.....	37.61
65.....	81.37	84.88	84.88	.....	.....

### Occidental Offers Special Policy

The Occidental Life of Los Angeles is offering a special policy in Canada which aims to segregate the savings from the protection element in the life contract. In effect, this means the operation of two accounts under a contract, one representing the insurance and the other the accumulation of a deposit.

### London Life Raises Rates

Increases in non-participating premium rates are announced by the London Life effective Jan. 1, ranging on ordinary policies from 13 cents per \$1,000 at age 20, to \$1.53 per \$1,000 at age 60. Similar increases are announced for the 20 pay life and guaranteed enhanced protective ordinary policies which provide double the face value up to age 60.

### Security Mutual, Neb.

The Security Mutual Life of Nebraska will not announce its dividend schedule for 1936 until its annual meeting in January, at which time only a six months' setup will be approved, the object being to change the date for such announcements for the future to mid-year. Vice-president M. A. Hyde says he will recommend no change be made from last year when the rate was fixed at 60 percent of the normal operating schedule.

### Arbitration Committee

The American Arbitration Association has announced the appointment of President J. A. Fulton of the Home Life and President Henry Moir of the United States Life as members of the life insurance committee on arbitration. Other members previously announced are Deputy Superintendent Clark of the New York department and Edward Greenbaum, New York City lawyer, who represents the Arbitration Association on the committee.

### New R. & R. Service Book

"The Recruiting Process," a new book published by the R. & R. Service, answers the questions, Where can I find good men? How can I contact them? How I sell them the business? How can I do a good job of selection? How can I organize for continuous recruiting activity?

A three-color interview guide, containing an outline for two interviews, is furnished with the book. It sells for \$2.90 and contains 192 pages.

### Massachusetts Mutual Men to Meet in St. Petersburg

The annual convention of the Massachusetts Mutual General Agents Association will be held Jan. 20-22 at St. Petersburg, Fla., headquarters being the Vinoy Park Hotel. L. C. Simon of New York City, is president. A number of home office officials will attend, these meetings being designed as a means of group conference between executives and field men.

### Coffin Speaks at Albany Meeting Honoring Father

ALBANY, N. Y., Dec. 19.—Superintendent of Agencies V. B. Coffin of the Connecticut Mutual Life was guest speaker at a meeting of the Albany association in honor of the 25th anniversary of Mr. Coffin's father, Seward V. Coffin, in the life insurance business in Albany.

Mr. Coffin, senior, entered the business with the Hartford agency of the Connecticut Mutual and for the past 25 years has been in business with the Provident Mutual in Albany.

### Mrs. Jacquith Dies

Mrs. Mabel Jacquith, wife of Dr. Walter A. Jacquith, medical director of the Columbus Mutual Life, died. A son, Arthur B., lives in Chicago. Burial will be in Sydenham, Ont.

### New Pittsburgh Directory

With an attractive new cover design, the Pittsburgh Insurance Telephone Directory has been published by The National Underwriter Company, giving a complete listing of insurance executives, agents and companies. Copies can be obtained free of charge from THE NATIONAL UNDERWRITER'S Chicago office, 175 West Jackson boulevard. All Pittsburgh offices have been sent copies.

### Superintendent O'Malley Blocked

ATLANTA, GA., Dec. 19.—Superintendent O'Malley of Missouri has made efforts to obtain supervisory control of the Georgia assets of the Missouri State Life since 1933. Proceedings were permanently blocked by the Georgia supreme court which ruled that "it is without jurisdiction of the case brought by a single bill of exceptions."

### Heifetz Agency Xmas Party

Samuel Heifetz, Chicago manager of the Mutual Life of New York, will be host Dec. 24 at the agency's annual Christmas party, with buffet luncheon in the office. On Jan. 1 Mr. Heifetz will have been manager 10 years and at the Christmas party there will be celebration of the event.

### Progress in Agency Licensing

Ontario and Quebec have made much progress in getting at the essential facts in the issuing of agency licenses. Each has adopted a standard application form for new licenses and renewals. This blank serves to bring out information of value. To each one is given a booklet containing the insurance laws and a statement of the ethics of the business. Each company is required to give instant notice to the insurance department when a license is canceled. This is held a privileged communication so that the cause for cancellation can be given without fear. When a company appoints an agent gotten from another company a blank has to be filled out in triplicate giving full information as to the applicant, why he is leaving, whether he owes anything to his old company, etc. One copy is held in the files of the employing company, one sent to the insurance department and one to the old company.

B. A. Brigadier, New Hampton, Iowa, has completed 30 years with the Northwestern Mutual Life. He has been district agent since 1905 and has 12 sub-agencies.

# THE PROVIDENT

## LIFE AND ACCIDENT INSURANCE COMPANY

OF  
CHATTANOOGA, TENNESSEE  
FOUNDED 1887

LIFE • ACCIDENT • HEALTH • AND  
GROUP INSURANCE

Robert J. Maclellan  
President

W. C. Cartinhour  
Vice-President and Secretary

## "The Ultimate Consumers"

An authority on insurance selling has said that most life insurance salesmen forget women, the ultimate consumers of life insurance.

Emphasis today is put not on insurance but on what it does.

Some dwell on what it does for the policyholder, some on what it does for his family. State Mutual offers one contract which covers both contingencies and simplifies the selling job.

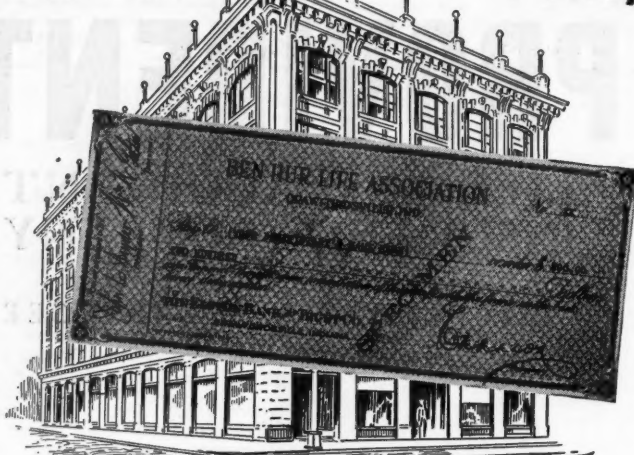
# STATE MUTUAL LIFE

## ASSURANCE COMPANY

### WORCESTER • • • MASSACHUSETTS

Over 90 Years a Synonym for Security

## A Part of Every Ben Hur Policy



Fourteen years ago the Ben Hur Life Association, in line with its consistent policy of prompt settlement of claims, patented the above type of check as an integral part of every Ben Hur adult contract. It is for one-tenth of the face amount of the policy and, when necessary, can be cashed at local banks IMMEDIATELY after the death of the policy holder. Furthermore, red tape has been eliminated and the sun never sets on an unpaid just claim at the Home Office.

### BEN HUR LIFE ASSOCIATION

Founded: 1894

Home Office: Crawfordsville, Indiana

John C. Snyder,  
President

Edwin M. Mason,  
Secretary

## AID ASSOCIATION FOR LUTHERANS

APPLETON, WISCONSIN

The largest legal reserve fraternal life insurance society for Lutherans in the United States and Canada, and operating strictly within the various Synods of the Synodical Conference.

Insurance in force.....\$152,016,926.70  
Assets, July 1, 1935.....Over \$17,000,000



Our Own Home Office Building

Thirty-Three Years (1902-1935) of Real Fraternal Service

Alex. O. Benz, President

Wm. F. Kelm, Vice-President

### BENEFITS PAID SINCE ORGANIZATION IN 1902

Death Benefit .....\$4,385,569.86  
Sick Benefit .....1,331,692.47  
Total Permanent  
Disability Benefit .....56,435.00  
Old Age Benefit.....42,367.92  
Cash Surrender .....3,391,577.67  
Surplus .....5,066,633.12  
Total .....\$14,274,276.04

Wm. H. Zuehlke, Treasurer

Albert Voelcks, Secretary

## Aggressive and Progressive

Our record speaks for itself.  
Splendid territory still available.

### LUTHERAN BROTHERHOOD

HERMAN L. EKERN, Pres.

608 Second Ave. S.

Minneapolis, Minn.

## TAKE BOTH Life men who write automobile or fire insurance, as well as life, should read

The National Underwriter (Fire, Automobile and Casualty section, \$4 a year), as well as the Life Insurance Edition. Both on one subscription, \$5.50 a year. SEND ORDER NOW TO A-1948 INSURANCE EXCHANGE, CHICAGO.

## NEWS OF THE FRATERNALS

### Wisconsin Congress Gathers

J. C. Karel Re-elected President at Meeting of Fraternalists Held in Milwaukee

MILWAUKEE, Dec. 19.—Judge John C. Karel of Milwaukee, past president National Fraternal Congress and president Equitable Reserve Association, Neenah, Wis., was re-elected president of the Wisconsin Fraternal Congress at the annual meeting here. N. J. Williams, Neenah, vice-president Equitable Reserve, was chairman as Judge Karel was unable to attend on account of illness.

Other officers re-elected were Vice-president, A. O. Benz, Appleton, Aid Association for Lutherans, and secretary, Stephen Oscar, Madison, National Mutual Benefit. A committee to represent the fraternal congress on legislative matters was appointed to include J. M. Callahan, Milwaukee, Catholic Knights of Wisconsin; George Ziegler, Appleton, Aid Association, and Mr. Williams.

### Field Men Are Hosts

The Fraternal Underwriters' Association, composed of field men of legal reserve fraternal, was host at a luncheon, arrangements being in charge of J. M. Frye, district manager Modern Woodmen, president; E. A. Braun, Royal Arcanum, vice-president, and J. G. Konop, Fidelity Life Association, secretary-treasurer. F. F. Farrel, Chicago, secretary N. F. C., was principal luncheon speaker.

Speakers on the program of the state congress included Mr. Williams on "What Constitutes the Successful Insurance Agent," John Callahan, on "Our Relation of Fraternalism to National Affairs," and H. L. Ekern, insurance attorney, counsel for the N. F. C., and president of the Lutheran Brotherhood, on "State and National Legislation Affecting Fraternal Organization." General discussions and impromptu talks followed.

### Miss Frances Leahy Goes with Chicago Bond House

Miss Frances R. Leahy, who for eight years was executive secretary of the National Fraternal Congress in charge of the Chicago executive office, has become associated with the municipal sales department of A. S. Huyck & Co., Chicago investment house. Miss Leahy's post in the N. F. C. was discontinued at the annual meeting in Pittsburgh. For some months she was in Milwaukee. Miss Leahy has a wide circle of friends among fraternal leaders. The fraternalists go in mainly for municipal bonds, a subject that Miss Leahy has studied intensively.

### Royal Arcanum Is Issuing Five Star Special Policy

The Royal Arcanum has brought out a "five star special" policy whose features are: (1) face of certificate payable in event of ordinary death; (2) fully paid up at 70 for \$1,300 per \$1,000 with no further payments required; (3) double face amount in event of accidental death prior to age 65; (4) option at age 70 to withdraw face amount or receive income of \$10 per month per \$1,000 for 10 years or \$100 per year for 12 years, any unpaid balance going to beneficiary; (5) income of \$100 a year per \$1,000 for 10 consecutive years in event of total and permanent disability after two years from issue and before age 55, any unpaid balance going to beneficiary. Limits are 16-50. A special campaign built around the

new certificate was started recently to run until Aug. 31, 1936.

Rates for the new certificate on annual basis are:

Age	Age	Age	Age	Age
16 \$19.26	25 \$23.10	34 \$30.18	43 \$42.92	
17 19.55	26 23.74	35 31.28	44 44.92	
18 19.87	27 24.41	36 32.38	45 47.07	
19 20.21	28 25.10	37 33.58	46 49.54	
20 20.57	29 25.83	38 34.84	47 52.14	
21 20.97	30 26.58	39 36.22	48 55.00	
22 21.42	31 27.40	40 37.72	49 58.11	
23 21.93	32 28.26	41 39.31	50 61.66	
24 22.51	33 29.20	42 41.04	.. ..	

### Plan Lecture Course

A lecture course for fraternal society members, employees and solicitors has been projected by the Illinois Fraternal Congress, to consist of 20 lectures, starting in February, the fee to be \$10. U. E. Ferrara, secretary of the congress, 159 North State street, Chicago, is prepared to give particulars. A plan of coordinating societies' welfare activities on a cooperative basis will be presented at the annual meeting to be held at Chicago in January.

### Ziegler Chairman of Board

G. D. Ziegler was referred to in a news item as being president of the Aid Association for Lutherans, Appleton, Wis. He is, instead, chairman of the board.

### Joliet Fraternal Examined

In a report on the Holy Family Society of Joliet, a fraternal, the Illinois department states that minutes of the meetings of the convention and the supreme officers should be recorded in English. A deficit in the expense fund indicates this amount has been disbursed for expense purposes from funds other than the expense fund contrary to statutes. These funds should be reimbursed and the deficit should not be permitted to exist in the future.

There must be strict supervision so that mortgage loan investments may be liquidated without material loss. Such loans in the future should only be made after proper documentation and appraisals showing the property to be worth double the amount of the loan. Partial mortgage loans should be liquidated as soon as possible.

Bonds owned not meeting the requirements of the investment laws should be disposed of as soon as possible.

The report stated that the actuarial solvency has fallen below 100 percent and a special assessment has been levied. The condition, according to the report, is largely attributable to the investment program. The society was incorporated in 1915. George Stonich is president and Frank Wedic is secretary. It is licensed in Illinois and Pennsylvania. The total assets are \$55,902 and total liabilities \$67,049. The adult membership totals 1,223 with \$568,537 insurance in force and juvenile membership is 717 with \$212,474 insurance in force.

### Named Committee Member

Harvey M. Solenberger, general agent of the Mutual Benefit Life at Springfield, Ill. and vice-president of the Illinois Association of Life Underwriters, has been appointed to represent the association on the special committee of the Illinois chamber of commerce insurance division for the purpose of continuing the appointment of the right men for future directors in the Illinois state insurance department. The insurance division of the chamber, headed by H. A. Behrens, president of the Continental Casualty and Continental Assurance, has drafted and approved resolutions designed to start this movement.

### Graham Is Oregon Deputy

William L. Graham has been appointed deputy Oregon insurance commissioner by Commissioner Earle.



# SALES IDEAS AND SUGGESTIONS

## Life Insurance Is Seen Ideal for Business' Hour of Need

"Credit is the lifeblood of a business entity, and life insurance offers the ideal solution to the business unit which finds itself in need of credit reinforcements," said B. S. Collins, assistant vice-president of Old Colony Trust Company, Boston, before the New York Life Underwriters Association. "Many corporations totter and fall when death removes the backbone of the organization. Therefore, for liquidating bank loans or for amortizing bonds or preferred stock issues, life insurance plays a very important part when carried on the life of one or more of the officers of the corporation."

There are five general types of business insurance, he said. One type is its use in obtaining credit and capital. Usually this type is in effect when the insurance is carried on the life of the outstanding brain of the corporation for the express purpose of engendering confidence for an extension of credit, for the granting of credit or for a financial plan involving a bond or stock issue. The key man may be an officer of the corporation who has a highly specialized knowledge, such as a chemist, treasurer or sales manager.

### Lists "Purchase and Sale" Agreement Advantages

These two types may be classified as "shock absorber" insurance where capital is provided by the proceeds automatically at death when most needed for business adjustment.

There are three classifications under the general heading of "purchase and sale agreement": Corporation, partnership and proprietorship. Advantages of this type of trust, he said, are: Perpetuation of present management; risk that decedent's executor will sell stock to outside interests is eliminated; risk of friction with heirs is lessened; surviving stockholders are free from the dead hand of non-contributory stockholding elements—upon the death of the majority stockholder his shares should not be sold to the detriment of the minority—if a minority associate dies, the majority owner has at least a moral obligation to the decedent's family; decedent's dependents are freed from business hazards; decedent's stock is not subject to forced sale; a fair value is placed on the stock which is kept accurate by periodic statements; execution of the agreement is assured by the use of a corporate trustee.

### Valuing Decedent's Share in Business Important

One unknown value in a decedent's estate, said Mr. Collins, is the value of his business interest. It has become extremely important in the past few years because of the new federal estate tax laws. One of the popular methods of reaching this figure is the straight capitalization method where the average net profits over, say, a five year period, are capitalized at a definite rate, usually between 10 and 15 percent. The result is then considered the total value of the business, including both assets and good will.

Another method is the income tax method whereby a certain percentage is allowed on the value of the tangible assets as a normal return, say 8 percent, which is deducted from the average net earnings over a period of years. The remaining amount is then capitalized at, say, 10 percent, representing the good will value. This good will value, plus the book value, may be used as a taxable value. The years' purchase method

is used by most states. A return of 6 percent is allowed on the value of the tangible assets as shown by the corporation balance sheet. This return is deducted from the average net profits, and the remainder then multiplied by 3 or 5 to arrive at a three or five years' purchase of good will, which is then added to the book value or net worth.

### Some Essential Elements of a Sound Agreement

Some essential elements of a sound business trust agreement are: A competent and impartial trustee; a clearly defined method of financing through life insurance policies payable to the trustee the purchase of a decedent associate's interest; a clearly defined arrangement whereby the evidence of property shall be held by the trustee; a plan for reimbursement of insurance premiums; provision for borrowing on the stock and on cash value of policies; a clearly defined method in the event the insurance does not equal the value of the decedent's interest; a well defined method of procedure in case this amount is exceeded; provision for any necessary amendment; a method of procedure for the termination of the agreement under every probable contingency; a clear exposition of the trustee's rights, duties and compensation, including revocation charges.

Mr. Collins said estate taxes are an important consideration today in connection with business insurance trusts, being higher under the 1935 revenue act than ever before. Gift tax rates are about 75 percent of the estate tax, but

when a gift is made the first \$50,000 is exempt until Dec. 31 this year, thereafter only \$40,000; also \$5,000 of any gift to any one person in any one year. "Such a gift shows a substantial saving in the estate tax because it is taken off the top of the estate in the high estate tax brackets. In considering the advisability of making a gift it should also be borne in mind that there probably will result a saving in current income tax levies."

Even though there are tax savings and therefore a loss of revenue to the government through business insurance, "it must be remembered that the future revenue of the government is dependent upon successful business enterprises and future large estates, two things which are primary objectives of a sound business insurance trust."

### Increasing Salaries of Minor Executives Wise

A proper logical plan for an estate usually results in minimizing taxes. Few intelligent men have their insurance made payable to their estate, because of the unnecessary taxes that will be applied if they do so. When a logical plan for purchase and sale agreement involves the purchase by one or more major executives or large stockholders, it might be considered wise to increase minor executives' salaries so that they can take out the insurance necessary to complete the plan. If such salary increases are within reason, the amounts thus paid are deductible as business expense and it saves the federal 12½ to 15 percent corporation tax, a Massachusetts corporation 2½ percent tax and possibly the 6 to 12 percent federal excess profits tax. By using corporation profits in this way, a much larger amount is made available to purchase insurance to carry out an adequate plan for estate conservation and business perpetuation for the survivors.

## Prospect Screening Necessary

Only 15 to 20 percent of life underwriting success is due to sales plans; 85 percent is due to prospecting, R. J. Wetzel, general agent in Kansas City for the Pacific Mutual, told 100 members of the Kansas City association. "Have you accepted your prospecting assignment?" Mr. Wetzel asked, and said he doubted if most agents have. He pointed out few have a real prospecting plan; they call on prospects in circles, until they come to believe the mediocre results are a true picture of the business. "Naturally it's a pretty poor one, and not the correct one," Mr. Wetzel commented.

Efficient prospecting requires a "screening" process, similar to that used with coal or grain. Prospects come from names. Names should be checked—"screened"—to determine ability to pay. On the first call the agent should measure the prospect to see if he has the need, and responsibility. Then comes the sale. All this, Mr. Wetzel believes, is prospecting. Too often the agent starts offering a solution before he fixes the problem.

### Hedges Gives Slants on How to Sell Business

Selling life insurance simply is going out to see people and saying the thing that will make them buy, H. A. Hedges said in his talk on "Selling the Qualified Prospect." "We stumble over more business than we sell," Mr. Hedges, general agent of the Equitable Life of Iowa, asserted. "How frequently have you sold a prospect in short order who had been called on by half a dozen underwriters? How often has it occurred that a man sold a small amount by an agent has never been called on again by

an agent of that company, but has bought a lot more insurance?"

"Why does a man buy insurance? Because you ask him to; because you call on him, and because he has the need. The need is constant. Consequently, only the number of people you talk to limits your number of prospects."

### Warming Up Before Interview Is Urged

Mr. Hedges believes the agent, just as the prize fighter, football player, etc., should warm up before he calls on a prospect. He should consider the prospect and the conditions which surround him, and then, imaginatively, take the prospect out of the situation, and see what is left. Reflection on the sale will build up confidence.

To indicate how seldom this is done, Mr. Hedges asked, "What would you do if you walked in to see a prospect, and without an objection, he reared back in his chair, and said, 'Go ahead, shoot?'"

"The trouble is we're not proud enough of the business. We don't believe in it—enough. When the going gets tough we begin to wonder if this is the right business to be in—we begin to look around for an 'out.'"

● Say Merry Christmas with a National Underwriter subscription—Use the enclosed card! Mail it right now!

## SALES IDEAS OF THE WEEK

### QUALITIES OF A SALESMAN

A salesman must be honest to inspire confidence, brave to speak the truth, wise to advise correctly, tactful to persuade kindly, truthful to inspire courage and determined to prove his convictions, E. C. Rolker, Newark agent of the Connecticut Mutual Life, told a high school class in economics in a talk on "Salesmanship of Intangibles." Mr. Rolker pointed out that earning possibilities in the sales field are limited only by the salesman's time and ability and that the more difficult the sale, the greater the compensation.

\* \* \*

### KEEP RECORDS IN 1936

President A. O. Swink of the Atlantic Life is optimistic as to the outlook for the new year. He believes that the new year will see further increases in the sale of life insurance. Each agent should review his work for 1935 and make definite plans for activity in 1936, he said. "For the man who has kept adequate records of his calls, interviews and hours, this review will be simple and exceedingly informative. From the figures he will be able to note his weak points and determine to correct them in the months ahead. To those who have not kept daily personal inventory reports thus far, I strongly recommend that they do so next year. The small effort will be well rewarded."

\* \* \*

### WHAT A POLICY CONTAINS

In every life insurance contract is an immediate estate for the family—

PLUS a non-callable instalment purchase bond;

PLUS a protected savings account;

PLUS a special account to finance college bills;

PLUS a conservative depression-proof investment;

PLUS an investment with great speculative possibilities;

PLUS a perfect hedge against inflation;

PLUS an automatic guaranteed self-pension plan;

PLUS a tax-privileged form of property and investment;

PLUS a truly unbreakable will;

PLUS a perfect trust instrument.

All wrapped under one cover and into one contract, guaranteed by the safest financial institution mankind has been able to set up, giving a man a complete financial program which meets his very need, and guarantees the realization of his financial objectives—

An immediate estate plus ten great features—all bought by the same dollar under the same plan—that is life insurance—People's Life "Leader."

\* \* \*

### GETS THE PROCRASTINATORS

A. N. Allen, Quincy, Ill., agent of the Bankers Life of Iowa, is carrying a completely filled-out but unsigned application with him, using it most effectively in persuading procrastinators to "sign now." The story behind the unsigned application is that of the prospect who wanted to "put it off." Mr. Allen canvassed him for life insurance, filled out the application and then failed to convince the prospect, a young farmer, that he should sign it at once. The excuse was that he wanted to wait until he had sold his hogs and he promised the salesman he would buy in one week. Mr. Allen waited a week, started out to see the farmer, learned from a friend just before reaching the prospect's home that he had been buried the day previously, the victim of an automobile accident.



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## Philosophy of Second Wind

(CONTINUED FROM PAGE 2)

Mr. Coffin was intensely interested in Sunday school work and he was one of the first persons in the country to organize a men's class, he being its teacher and was regarded as a very able one. He served as president of the Indiana Inter-denominational Sunday School Association. In many ways Mr. Coffin was distinguished in a civic way in Indianapolis. He served two terms as vice-president of the Indianapolis chamber of commerce and three terms as president.

### SOME REMINISCENCES

By E. J. WOHLGEMUTH

The death of C. F. Coffin takes one back to the early days of that company and its interesting career. It was in the fall of 1895 that the writer, then assistant editor of the "Insurance Herald" of Louisville, returning from the convention of the Fire Underwriters Association of the Northwest at Chicago, stopped off at Indianapolis and visited the office of the State Life, which then consisted of one room. In one corner of the room was the desk of Samuel Quinn, vice-president, and in another that of W. S. Wynn, secretary. The president, A. M. Sweeney, father of the present president, did not happen to be in at the time. In fact, he was postmaster of Indianapolis and was probably not giving much attention to the company.

#### Special Contract Plans

The State Life was the originator of the "Special Contract," which spread like an epidemic throughout the west and south and started the movement for new western companies which gained great impetus following the Armstrong investigation in New York some two or three years later. The first article explaining the workings of the special contract plan was written for the "Insurance Herald" following this visit and the writer well recalls his interview with Samuel Quinn, who was perhaps as much as anyone its originator. He had worked for the Northwestern Mutual in New England and while there had gotten the idea. He stated that before he and Mr. Wynn had begun to use the special contract they had virtually worn off the soles of their shoes tramping the streets of Indianapolis in their attempt to get the 500 policyholders necessary to start a mutual company and had met with very little encouragement; but when the special contract was adopted the policies sold like hotcakes.

#### Outline of Special Contract

The plan was to give the first 500 policyholders at \$5,000 each a certain percentage on all the business written in Indiana for a period of 10 years. This was to create a body of policyholders who would be interested in the company's development. They would receive not only the regular dividend but the special dividend as well and this would in time go a long way towards paying for the insurance. After the first 500 were secured in Indiana other states were entered, each with its own contract and the writer, who two years later moved to Cincinnati, took out one of the first Ohio contracts, which he still has, through Thomas H. Hays, whom he had known in Louisville as general agent of the Standard Accident and who had come to Ohio to get in on the "easy money" to be made by working for the State Life.

In the far west and southwest there are still two or three companies which are understood to be working on variations of the original State Life plan but for years it has virtually been discontinued.

When Coffin became president he began to rebuild the State Life along regular mutual company lines because he foresaw that the special contract and

similar plans would eventually prove a detriment. However, the State Life owes much of its success to the special contract, which was probably discontinued at about the right time. There has probably never been a time when life insurance was sold so easily as when the special contract was at its peak and fabulous tales were told of the money that was made by high pressure salesmen in selling it. Mr. Quinn's own son, "Jimmy," traveled about the country with a private secretary and made pots of money. Many other new companies either adopted it or its successor, the "stock with policy" plan. O. L. Van Lanningham organized companies in Kansas City, Colorado and elsewhere and some of his agents left to start companies of their own.

#### Development of New Companies

Mr. Coffin saw the need of eliminating the ephemeral and what might be called the gambling element from the business and he did a thorough job of it in the State Life, at the same time appreciating what the special contract had done for the company in its earlier period. It might be said that the combination of the State Life's special contract and the Armstrong investigation was responsible for the great development of new companies throughout the west and south which has had such a vitalizing and stimulating effect on the growth of life insurance in America. Most of the new companies were on the stock basis because it became necessary to put a guarantee behind the contracts, else the country would have run wild through the organization of new mutual companies without the proper financial responsibility.

Some of the older mutual companies of the east had become more or less static and they became more active in the face of the new and dangerous competition from the west. The general result has been that we have had a tremendous growth in life insurance following the investigation. Of course the preliminary term plan has also had a great deal to do with this rapid growth as without it the surplus of the older companies would not have been sufficient to care for the rapid expansion of the business on the full legal reserve basis without the one year term feature. Today we have a large number of growing local companies which make for a better balance of companies as between the various sections.

## Appraisal Plans Are Used in Ohio

(CONTINUED FROM PAGE 3)

is able to make because of his wide experience in his field. The department has had fine cooperation from the home office officials of companies. The standards of Ohio companies, Mr. Bowen states, have been very high, and it is the desire of the department to lend every possible aid to maintain this high standard. The studies made by these experts reveal that real estate values in Ohio are definitely on the upgrade.

Insurance companies pay into the treasury of Ohio approximately \$6,000,000 a year. The superintendent feels that not only is the public entitled to the utmost in assurance of the solvency of every company, but that the insurance companies themselves are entitled to a reasonable amount of help and sympathetic cooperation from the department to the end that the huge funds held in trust by insurance companies shall be administered wisely and safely for the protection of policyholders.

● Equip yourself for 1936 by filling in the enclosed subscription card today!

## Old Timers Are Rejuvenated in Edward A. Woods Agency

(CONTINUED FROM PAGE 3)

trouble. It was compulsory for Woods agents to attend meetings.

"How many 'problem children' have paid for 50 cases a year?" Mr. Metzger asked. The agent has no other basic function than getting signed applications. Mr. Metzger contended managers should insist on one application a week per man. "After he gets his application then let him continue with service work, delivery of policies, prospecting, etc."

### Veterans Slumped from \$17,000,000 to \$3,000,000

This is a day of small policies, he said. "If a man is consistently getting business, he stays in a good mental attitude."

The agency has many old timers, and in 1928 made a study to find where the business was coming from, what agents, etc. It had 72 men 55 years old and over. Their total production was \$17,000,000 for their best year. In 1928 it had shrunk to about \$8,500,000. In 1933 it was something like \$3,000,000. But in 1934, with adoption of the budget plan, the production rose substantially, and there is a slight improvement in 1935.

## PERSONALS

**W. F. McCaughey** of Racine, Wis., who is retiring as general agent for 13 Wisconsin counties since 1907 for the Northwestern Mutual Life, was honored by about 50 agents, home office officials and business friends at a dinner at Racine. He has been associated with the company for more than 35 years and is giving up his general agency duties to devote his full time to personal production. As noted, no successor will be appointed but the territory will be divided between the other general agencies adjoining. Russell Thierbach, assistant director of agencies of Northwestern Mutual, presided as toastmaster at the banquet. Speakers included Grant L. Hill, director of agencies, and P. H. Evans, vice-president and actuary.

**W. S. Campbell**, secretary and general counsel of the Fidelity Mutual Life from the date of its founding in 1878 until his retirement in 1910 died in Philadelphia.

In his particular relation to the Fidelity Mutual, he played a part in its organization and development second only to that of its founder, the late L. G. Fouse. These men were boyhood friends in Philadelphia and when, in 1878, the young president organized his company practically upon his own responsibility he took with him the young attorney who guided the legal side of the venture and steered the company safely through its infancy in the rapidly shifting growth of life insurance.

## A REAL OPPORTUNITY

for three men who can produce ordinary business. These three men must be dependable, able to supervise their own time and produce a minimum of \$150,000 yearly in territory adjacent to Chicago. To the three men selected this life insurance company offers a guaranteed salary in addition to a substantial commission basis.

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## COLLEGE GRADUATE AND LEADING PRODUCER

for past 8 years for old established agency of a nationally known company; would accept management or general agency for all or part of Texas. References furnished.

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